



## ***2023 Best Practices Conference***

**May 10-12, 2023**

**Hotel Kansas City**



***Join us in Kansas City in May for the 2023 Best Practices Conference! The Best Practices Conference is the annual spring/summer conference for Mid-America EDC. This conference rotates throughout the states in the region, and we thrilled to have Kansas and Missouri as this year's host states!***

***You won't want to miss this opportunity to learn best practices from industry professionals and experts. There will also be plenty of opportunities for networking with your Midwest colleagues, as well as the opportunity to experience the development and innovation that Kansas City has to offer!***

**Register today at [www.midamericaedc.org](http://www.midamericaedc.org)!**

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# Schedule of Events

*Thank you to our conference presenting sponsor!*



**Tuesday, May 9<sup>th</sup>**

5:00 pm

**Networking Event at Kauffman Stadium –  
Kansas City Royals vs. Chicago White Sox**

*We are pleased to offer this optional pre-conference networking opportunity for a limited number of participants.*

*Be sure to register early at the additional cost of \$67. This rate includes transportation to/from the game, entry to the private event space at the Miller Lite Fountain Bar Deck at Kauffman Stadium, food, and soft drinks. Charter transportation will depart the hotel at 5:00 p.m.,*

*and all registrants for this event must take the arranged transportation to arrive as a group to Kauffman Stadium for entry to the private event space. Registration is limited to conference registrants as part of their online registration only at this time (no additional ticket purchases due to limited availability). Should additional tickets become availability, the Mid-America EDC office will send a notification via email with the opportunity to purchase additional tickets.*

**Location: Hotel Kansas City Lobby for 5:15 pm departure-meet at 13<sup>th</sup> Street entrance.**



*Thank you to our transportation sponsor!*



# Wednesday, May 10<sup>th</sup>

*Thank you to our conference daily sponsor!*



9:30-11:00 am

**Mid-America EDC Board of Directors Meeting**

11:30 am-5:00 pm

**Best Practices Conference Registration Check In**

Location: Hotel Kansas City, 3<sup>rd</sup> Floor Foyer

11:30 am-5:00 pm

**Visit with Vendors**

*Be sure to visit our vendors to check out awesome products and services available to assist in your economic development success!*

Location: Hotel Kansas Library Ballroom, 3<sup>rd</sup> Floor

1:00-1:15 pm

**Conference Welcome**

Presenters: Horton Hobbs IV, Mid-America EDC President & Kansas City Mayor  
Quinton Lucas

Location: Hotel Kansas City President's Ballroom, 3<sup>rd</sup> Floor

1:15-2:00 pm

**A Renaissance in the Heartland**

Presenter: Tim Cowden, President & CEO, Kansas City Area Development Council

*The Kansas City region is enjoying its moment in the sun with strong growth in several business sectors; resurgence of the arts and sports teams; and becoming a destination for visitor and new residents alike.*

Location: Hotel Kansas City President's Ballroom, 3<sup>rd</sup> Floor

2:00-2:30 pm

**Networking Break/Visit with Vendors**

*Be sure to visit our vendors to check out awesome products and services available to assist in your economic development success!*

Location: Hotel Kansas Library Ballroom, 3<sup>rd</sup> Floor

2:30-3:30 pm

**Connected Communities – Tactics and Solutions to Move Community Broadband Access Forward**

**Presenters:**

- Jade Piros de Carvalho, Broadband Director, State of Kansas
- Stephanie Meyer, Project Manager for the Office of Broadband, State of Missouri
- Melinda Stanley, Federal Broadband Program Officer - KS, Office of Internet Connectivity and Growth (OICG) at the National Telecommunications & Information Administration (NTIA), US Department of Commerce

**Moderator:**

- Tim Holverson, Director of Workforce & Business Growth, Overland Park KS Chamber

*This session will include a panel discussion on broadband and 5G access; the solutions it provides and opportunities it creates. Learn how we can pay for it, and how we can maximize it for our communities.*

**Location: Hotel Kansas City President's Ballroom, 3<sup>rd</sup> Floor**

3:30-3:45 pm

**Networking Break/Visit with Vendors**

*Be sure to visit our vendors to check out awesome products and services available to assist in your economic development success!*

**Location: Hotel Kansas Library Ballroom, 3<sup>rd</sup> Floor**

3:45-4:45 pm

**Wednesday Keynote Presentation – Resilient, Unique, Human-Centered Communities by Design**

**Presenter: Joe Keal, Principal, Lamar Johnson Collaborative**

*In this post-pandemic time period, communities are in more need than ever to seek transformational opportunities to solve critical local issues, foster identity, promote civic pride and create mechanisms for long-term resiliency. This session will look to seek interaction, share examples and pose questions about the need and creative power of design and planning in the formulation and sustainment of communities.*

**Location: Hotel Kansas City President's Ballroom, 3<sup>rd</sup> Floor**

5:00 – 6:30 pm

**Networking Reception**

*Join us for networking with your Midwest colleagues and our conference presenters and sponsors!*

**Location: Starlight Ballroom, 15<sup>th</sup> Floor**

**Thursday, May 11<sup>th</sup>**

***Thank you to our conference daily sponsor!***



**7:30 am-4:00 pm**

**Best Practices Conference Registration Check In**

**Location: Hotel Kansas City, 3<sup>rd</sup> Floor Foyer**

**8:00 – 9:00 am**

**Breakfast/Opening Session: Made Designed in Kansas City: How Kansas City Became the Sports Architecture Capital of the World**

**Presenter: Tom Waggoner, AIA, Owner, T Waggoner Design & Consulting**

*From humble beginnings, to a bright present. Kansas City area architecture firms have been at the forefront of modern stadium design for collegiate and professional sports team around the country and the world.*

**Location: Hotel Kansas City President's Ballroom, 3<sup>rd</sup> Floor**

**9:00-9:15 am**

**Networking Break/Visit with Vendors**

*Be sure to visit our vendors to check out awesome products and services available to assist in your economic development success!*

**Location: Hotel Kansas Library Ballroom, 3<sup>rd</sup> Floor**

**9:15-10:15 am**

**Can We Grow?**

**Presenters:**

- **Jeff Barnard, PE, Business Development Director, Burns & McDonnell**
- **Ryan Browning, Market Development Representative, ONE Gas**
- **Jason Klindt, Sr. Director of External Affairs, Evergy**

**Moderator:**

- **Jeff Pipkin, Economic Development Manager, Hoosier Energy**

*Does it seem like project infrastructure needs are getting larger, and the timelines are getting shorter? This session will overview how infrastructure requests are changing, and how communities and providers can keep up and stay competitive.*

**Location: Hotel Kansas City President's Ballroom, 3<sup>rd</sup> Floor**

10:15-10:30 am

**Networking Break/Visit with Vendors**

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**Location: Hotel Kansas Library Ballroom, 3<sup>rd</sup> Floor**

10:30-11:30 am

**Meeting in the Middle: How the Logistics Parks Kansas City Intermodal facility helped transform the region**

**Presenters:**

- Chris Gutierrez, President, Kansas City SmartPort
- Zach Boehme, Vice President, Sales, Watco
- Cary Hutchings, Director, Corporate Real Estate, BNSF Railway Company

**Moderator:**

- Brad Reams, Industrial Park Director, Great Plains Development Authority

*Kansas City has always been one of the main rail hubs in the country – second busiest and second by tonnage. That position was further cemented in place when more than a decade ago BNSF identified Edgerton, KS as their intermodal site for items being offloaded from the Port of Los Angeles. In the years since, Logistics Park KC has far surpassed the lofty expectations that had been set. Hear how this happened and how a region has taken advantage of this opportunity.*

**Location: Hotel Kansas City President's Ballroom, 3<sup>rd</sup> Floor**

11:30 am-1:00 pm

**Luncheon Keynote: Fireside Chat-Dynamic Business Attraction, Retention, and Recovery with Ron Frierson**

*Ron Frierson serves as Director of Economic Development for the U.S. West Region at Amazon. In his role, Ron leads the team that supports and champions Amazon investment projects across multiple business lines. Before joining Amazon, Ron served as Director of Economic Policy for Los Angeles Mayor Eric Garcetti. Ron led the Business Team for the Mayor's Office, which developed business policy affecting the world's 3<sup>rd</sup> largest metropolitan economy.*

**Moderator: Astra Ferris, CEO, Barton County Chamber of Commerce**

**Location: Hotel Kansas City President's Ballroom, 3<sup>rd</sup> Floor**

1:00-1:15 pm

**Networking Break/Visit with Vendors**

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**Location: Hotel Kansas Library Ballroom, 3<sup>rd</sup> Floor**

1:15-2:15 pm

**Economic Development on a Budget**

**Presenter: Chad Chancellor, Co-Founder, Next Move Group, LLC**

*Learn how the low cost of online marketing in 2023 allows rural communities to employ the same prospecting strategies as larger communities to create opportunities.*

**Location: Hotel Kansas City President's Ballroom, 3<sup>rd</sup> Floor**

2:15-2:30 pm

**Networking Break/Visit with Vendors**

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**Location: Hotel Kansas Library Ballroom, 3<sup>rd</sup> Floor**

2:30-3:30 pm

**Co-Opetition: The Benefits of Collaboration and Competition**

**Presenters:**

- Rob O’Brian, CEcD, President, O’Brian & Associates, LLC
- Jill McCarthy, Senior VP, Corporate Attraction, Kansas City Area Development Council
- Dan Moye, Director of Land Development, EDC of Kansas City
- Steven Anthony, Executive Director of Business Development, EDC of Kansas City

**Moderator:**

- Cathleen Flournoy, Vice President, Business Recruitment, Missouri Partnership  
*Economic development is a highly-competitive team sport, but the best outcomes result when we work together for the greater good.*

**Location: Hotel Kansas City President’s Ballroom, 3<sup>rd</sup> Floor**

3:30 pm

**The Economic Impact of the Arts in Kansas City**

*Join us for an overview and highlights from Dana Knapp, President & CEO of [ArtsKC Regional Arts Council](#), before we depart for a walking/street car excursion to check out the historic Union Station Kansas City!*

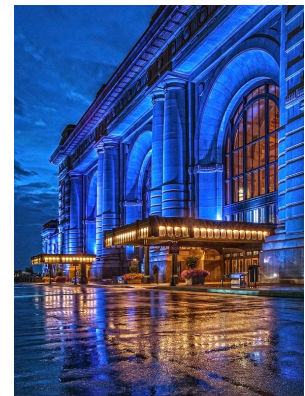
**Location: Hotel Kansas City President’s Ballroom, 3<sup>rd</sup> Floor**

4:15 pm

**Union Station Kansas City**

*Join us for an excursion to check out this historic venue! [Union Station Kansas City](#) is a historical landmark and civic asset originally opened in 1914 and renovated and reopened to the public in 1999. It features a science center, world-class touring exhibitions, an extreme screen theatre, planetarium, live theatre, shops, and restaurants. Visit <https://unionstation.org/> for more information.*

**Location: Attendees will meet in the Hotel Kansas City main lobby at 4:15 p.m. to depart to Union Station as a group. The group will take a short walk to catch the [KC Streetcar](#) to Union Station. Attendees will tour Union Station at their own pace/level of interest before an open evening to check out any other sites that evening of interest in Kansas City.**





# Friday, May 12<sup>th</sup>

*Thank you to our conference daily sponsor!*



**7:30 – 10:45 am**

**Best Practices Conference Registration Check In**

**Location: Hotel Kansas City President's Ballroom, 3<sup>rd</sup> Floor**

**7:30 – 10:45 am**

**Visit with Vendors**

*Be sure to visit our vendors to check out awesome products and services available to assist in your economic development success!*

**Location: Hotel Kansas Library Ballroom, 3<sup>rd</sup> Floor**

**8:00 – 8:30 am**

**Networking Breakfast**

**Location: Hotel Kansas City President's Ballroom, 3<sup>rd</sup> Floor**

**8:30-9:30 am**

**Anatomy of Midwest Mega Projects**

**Panelists:**

- **Andrew Nave, Executive V.P., Economic Development at Greater Wichita Partnership**
- **Keith Stone, VP, Economic Development and Corporate Services, Cuivre River Electric Cooperative**
- **Paul Hughes, Deputy Secretary for Business Development, State of Kansas**

**Moderator:**

- **Jason Kester, Regional Development Director, Ohio Valley Office, Agracel, Inc.**  
*Building off our national mega project session at the Mid-America Competitiveness Conference in Chicago, this session will review the best practices and success stories related to winning mega projects in our host communities.*

**Location: Hotel Kansas City President's Ballroom, 3<sup>rd</sup> Floor**

**9:30-9:45 am**

**Networking Break/Visit with Vendors**

*Be sure to visit our vendors to check out awesome products and services available to assist in your economic development success!*

**Location: Hotel Kansas Library Ballroom, 3<sup>rd</sup> Floor**

**9:45-10:45 am**

**Raising the Debt Ceiling & Interest Rates: Impacts on Taxes, Spending and Growth?**  
**Presenter: Ernie Goss, Ph.D., MacAllister Chair & Professor of Economics, Creighton University**

*The federal debt now stands at more than \$31.4 trillion, and barring an agreement between D.C. Democrats and Republicans, the nation faces a financial crisis in the first week of June. How will Social Security payments and other spending programs, as well as interest rates, be affected? Goss will discuss findings from Creighton's two monthly economic surveys across 12 Mid-America and Mountain states as it relates to this budget/spending crunch.*

**Location: Hotel Kansas City President's Ballroom, 3<sup>rd</sup> Floor**

**10:45-11:00 am**

**Networking Break/Visit with Vendors**

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**Location: Hotel Kansas Library Ballroom, 3<sup>rd</sup> Floor**

**11:00 am-12:00pm**

**Innovative Workforce Strategies: Designing the Workforce Experience from Recruitment to Retirement**

**Presenter: Heather Hardinger, Director of DEI, Human Resources, Cox Health**

*The Great Resignation. Labor shortages. Economic concerns. These forces and many more are impacting employers worldwide. Organizations are asking, "How might we understand our employees' values, needs, and desires, and deliver experiences that differentiate us in the market for talent?" Hear success stories and learn about one of the most critical factors of individual and organizational success that can help employers recruit with intention, move the needle on retention, keep your people motivated and your culture strong.*

**Location: Hotel Kansas City President's Ballroom, 3<sup>rd</sup> Floor**

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Interested in Mid-America EDC Annual Sponsorship or Best Practices Sponsorship opportunities? [CLICK HERE](#) for packages and/or email Tracey Hogan at [tracey@assnoffices.com](mailto:tracey@assnoffices.com) for more information!

## Best Practices Conference Location, Hotel, and Travel Information

This year's Best Practices Conference will be held at the Hotel Kansas City, 1228 Baltimore Avenue, Kansas City, Missouri 64105

### Hotel Reservations:

You may reserve your hotel room at now through April 24, 2023 at <https://www.hyatt.com/en-US/group-booking/MCIJD/G-DQGM>.

Be sure to reserve early to receive the discounted rate of \$189 per night for single/double occupancy. Reservations at the discounted rate are available for the nights of May 9, 10, and 11. Parking at the Hotel Kansas City is valet only. Overnight parking for hotel guests is \$35 per vehicle per night, and has unlimited in and out privileges.

### Day Parking and KC Transportation Options:

Short term parking at the hotel for day guests is \$18 per vehicle (no in and out privileges). For additional parking options, [CLICK HERE](#).

For information about KC transportation options, [CLICK HERE](#).



The 2023 Best Practices Conference is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward recertification of Certified Economic Developers (CEd).

# 2023 Best Practices Conference Registration

Register online through May 2<sup>nd</sup> via check OR credit card at

<https://maedc5.wildapricot.org/event-5184671>

## Registration Options:

- **MID-AMERICA EDC Member Conference Registration - \$399**
- **Non-Member Conference Registration - \$499**
- **MID-AMERICA EDC New OHIO Member Package - \$549**  
*New KANSAS AND MISSOURI Members Only! (\$799 Value: Membership Valued at \$300 plus non-member Conference Registration \$499) Join MID-AMERICA EDC now AND register for the Best Practices Conference for only \$50 more than the non-member conference registration! Because Kansas and Missouri are the host states for the 2023 Annual Best Practices Conference, new MID-AMERICA EDC members from Ohio receive this special membership discount for the remainder of 2023! For full details about membership benefits visit <https://www.midamericaedc.org/membership/join-us>.*
- **One-Day Member Conference Registration (\$229 – Weds or Thurs, \$149 Fri.)**
- **One-Day Non-Member Conference Registration (\$329 – Weds or Thurs, \$249 Fri.)**
- **Optional May 9<sup>th</sup> Networking Event (Kansas City Royals game) - \$67 additional charge (available to conference registrants only)**

## Policies:

**Deadline for online registration is May 2, 2023. You may register onsite only after this date. (Conference registration/check in opens on Wednesday morning, May 10<sup>th</sup> at 11:00 a.m. at the Hotel Kansas City, 3<sup>rd</sup> floor.**

If you are an established Mid-America EDC Annual Sponsor or Best Practices 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 the "SPONSOR" registration option. 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 May 2<sup>nd</sup>, you will receive a full refund. Cancellations after May 2<sup>nd</sup> are nonrefundable. Notices of cancellation must be emailed to the Mid-America EDC office at [karla@assnoffices.com](mailto:karla@assnoffices.com). Sorry, no-shows are not eligible for refunds and are responsible for the full amount due.