

BEST PRACTICES CONFERENCE



STILLWATER
MINNESOTA



ILLINOIS // IOWA // INDIANA // KANSAS // MICHIGAN // MINNESOTA // MISSOURI // NEBRASKA // NORTH DAKOTA
OHIO // SOUTH DAKOTA // WISCONSIN // WYOMING

May 13 – 15, 2025

SPEAKERS

Welcome!

Stillwater. A Vibrant Community



Ted Kozlowski
Mayor,
Stillwater



Brandon Marshall
Wyoming Business
Council

Keys to Strong Partnerships



Mike McShea
CBRE



Anne Rahm
CBRE

The Power of Community Engagement



Kristine Williams
St. Paul Port
Authority



Laurie Siever
St. Paul Port
Authority



Brian Simmons
Bolton
& Menk



Ashleigh Rosa
Bolton
& Menk

Tech-Driven Development



Jake Andre
Xcel Energy



Adam Kienberger
City of
Rosemount



Leslie Kruger
University of
Minnesota

Tourism Fuels Growth



Lauren Bennett
McGinty
Explore Minnesota



Joe Thiel
Innovate
Marquette



Mike Golat
USDA RPN
Outdoor
Recreation



Domenic Bravo
Visit
Cheyenne



Opening Reception

Stillwater Riverboat

Networking for all attendees

AGENDA | MAY, 13

Morning Gathering

- Conference Registration | 11:30 to 5:00 p.m.
- Vendor Displays | 11:30 to 5:00 p.m.
- Board of Directors Meeting | 9:30–11:00 a.m.
- Past President's Gathering | 11:30 a.m.

Afternoon Sessions

- 12:45 p.m. – Welcome: Brandon Marshall & Mayor Kozlowski
 - Mid America EDC President, Brandon Marshall and Stillwater Mayor, Ted Kozlowski will give our welcoming address and share insight into our 2025+ vision.
- 1 p.m. – Opening Keynote: Keys to Strong Partnerships
 - With extensive experience in commercial real estate partnerships between public agencies and education institutions to build strong communities, Mike McShea and Anne Rahm will share insights into best practices.
- 2 p.m. – The Power of Community Engagement: Collaborative Planning and Development at The Heights
 - In a panel, learn how deep community engagement—beyond a standard master plan—shaped the vision, sustainability goals, and development roadmap for The Heights. Best practices will be shared for managing complex site coordination, balancing stakeholder priorities, and keeping large-scale redevelopment projects on track, even as multiple efforts unfold within a single site.
- 3 p.m. – Tech-Driven Development
 - Meta will open a new \$800 Million data center in Rosemount spurring jobs and will be part of the University of Minnesota's Outreach, Research and Education Park. Learn how this large greenfield development partnership came together.
- 4 p.m. – Tourism Fuels Growth
 - This panel will include Explore Minnesota, Innovate Marquette, USDA Outdoor Recreation, Wyoming Tourism in sharing insights across multiple states and localities for how to embrace tourism and recreation as part of your economic development strategy. From a multi-state collaborative effort to regional approaches for investing in your outdoor recreation drivers, panelists will discuss marketing, branding, infrastructure, and business development activities.

Evening Session

- Riverboat Cruise aboard the Empress
 - All attendees are invited to set sail for an unforgettable evening of drinks, dinner and networking as the historic paddlewheel boat glides past wooded bluffs and twinkling shore lights.



JX Venue | 123 2nd St. N. Stillwater, MN 55082

(conference in the third-floor ballroom)

Contact Us



maedc@assnoffices.com



866.439.9172

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SPEAKERS

Building a Healthcare Innovation Hub



Patrick Seeb
Executive Director,
Destination Medical Center

Grid Modernization and Powering Clean Energy



Zac Ruzycki
Great River
Energy



Chris Shaw
Xcel Energy

Sustainable Air Fuel Innovation



Jeff Davidman
Delta Airlines



Jake Reint
Flint Hill
Resources



Julia Silvis
Greater MSP
Minneapolis St. Paul
Partnership

Leading in Food and Agriculture



Craig Kaiser
Cry Baby
Craig's Hot Sauce



Jill Tregemba
Wyoming Business
Council



Paul Hugunin
MN Department of
Agriculture



Allison Hohn
Naturally
Minnesota

Driving High Impact Growth - Consultant Insights



Jessica Mogilka
JLL



Duane Poppe
Lee &
Associates



Justin Erickson
The Brookshire
Company



David Hickey
Hickey &
Associates



John Shoffner
Ernst &
Young

From Hollywood to Home

Sponsors, join our consultants for a night with our super couple: L.A. chef & his musician wife, Caroline Smith, as we network and share a night of food (seafood & prime rib buffet) and live music in their re-imagined venue as they share why they came home to Minnesota.



AGENDA | MAY 14

Morning Activities

- 7 a.m. - Fun Run - supported by Wild River Running
- 8 a.m. - Networking Breakfast
- 9:00 a.m. to 5:00 p.m. - Registration & Vendor Displays

Morning Sessions

- 9 a.m. - Building a Healthcare Innovation Hub
 - The Destination Medical Center is a unique public/private partnership created to build America's City for Health. With the Mayo Clinic at its heart, Rochester is building for the future of healthcare innovation and ensuring community involvement in the process.
- 10 a.m. - Concurrent Tours
 - 1) Take a ride on a Stillwater trolley for a tour of the city and understanding of commercial, residential, and industrial development partnerships. 2) Powered by the largest solar array of any distillery in the U.S., visit Tattersall Distillery where spirits use the finest local ingredients for the best cocktails anywhere.

Afternoon Sessions

- 12 p.m. - Lunch & Scholarship Award Presentation
- 1 p.m. - Grid Modernization and Powering Clean Energy
 - This panel discussion will center around Midwest utility companies decommissioning fossil fuel-burning power plants and investing in new renewable generation. This clean energy transition is occurring amid a tech-fueled electricity demand boom. We'll discuss the current state and future vision.
- 2 p.m. - Sustainable Air Fuel Innovation
 - The Minnesota SAF Hub, led by the GREATER MSP Partnership, is the nation's first large-scale hub committed to scaling production of sustainable aviation fuel to replace conventional jet fuel. Learn how Bank of America, Delta Air Lines, Ecolab, and Xcel Energy had early successes and what's on the horizon to benefit rural areas and other industry sectors.
- 3 p.m. - Leading in Food and Agriculture
 - Minnesota's cottage foods industry is shaping rural economic growth. As a hub for iconic brands like General Mills and Hormel to local food entrepreneurs, today's rise of artisanal entrepreneurs are fueling community vitality and innovation. The panel will feature diverse voices from across the food ecosystem, sharing insights on entrepreneurship, market access, and regional impact.
- 4 p.m. - Best Practices with Consultants and Site Selectors
 - Unlock strategic partnerships, accelerate innovation, and drive high-impact growth with keys to partnerships from global business institutions.

Evening Reception

- 6 p.m. - Howard's - Exclusive networking for Sponsors and Consultants until 8:30pm; then open to all.



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SPEAKERS



Healthcare's Silicon Valley



Kylie Jordan
Destination
Medical Center



Frank Jaskulke
Avio Medtech
Consulting



Rick Huebsch
Technology
Commercialization
University of MN

Main Street's Entrepreneurs



Kelly Nygaard
Discover
Stillwater



Emily Kurash Casey
RETHOS
Housing
Preservation



Darrin Wasniewski
AARP Wisconsin



Karen Margelofsky
Eagle River
Revitalization



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AGENDA | MAY 15

Morning Activities

- 8 a.m. - Networking Breakfast
- 8 - 11:00 a.m. - Registration & Vendor Displays

Morning Sessions

- 9 a.m. - Healthcare's Silicon Valley
 - As the #1 HealthTech Cluster in the world, Minnesota's Medical Alley has been called the Silicon Valley of healthcare. In 2023, Minnesota MedTech 3.0 (MMT3.0) was designated one of America's leading technology hubs by the U.S. Economic Development Administration. This panel of experts will discuss current efforts within the MedTech/Life Sciences sector in the state and provide strategies for developing industry-specific support networks to foster innovation and growth.
- 10 a.m. - Developing Main Street
 - This panel will discuss how America's main streets revitalize and enhance the economic, social, and cultural vibrancy of a city by fostering community engagement, supporting local businesses, and preserving a town's historic charm.

Closing Remarks

- Thank you for attending! We'll see you at the Best Practices Conference in 2026!

Visit midamericaedc.org to register & book lodging.

[Register Now](#)

Thank you to our sponsors! Interested in partnerships? Contact us.



Contact Us



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LODGING

BLOCK AVAILABLE: MAY 11 – MAY 15

Reserve at midamericaedc.org

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Rooms available include:

- Deluxe King
- Premium King
- King with a fireplace
- Accessible rooms ♿

(6 minute walk to venue)



Call to reserve: 651-967-7100. Ask for the “2025 Mid-America EDC Conference Block”



HOTEL CROSBY

Rooms available include:

- Deluxe King
- Premium King
- King with a fireplace
- Accessible rooms ♿

(3 minute walk to venue)



Rooms sell quickly! Reserve by April 18, 2025.

Visit midamericaedc.org to register & book lodging.



KEY BENEFITS OF PARTNERSHIP

Economic development and related industry professionals gather from across the Midwest to learn, network and grow through our association.

Our conference setting is intimate, yet industrial. Stillwater, a city in the Minneapolis–Saint Paul metro area, is known for its historic downtown, location on the bluffs of the St. Croix River, and unique opportunities in commercial, residential, and industrial development. It benefits as a strong standalone city and as part of a large metro area.

- Network and up-skill with leading economic developers, corporate decision-makers, community leaders, site selectors, and venture/funding across multiple verticals including healthcare & life sciences, biotech, agtech, energy, manufacturing, education, and workforce.
- Regional visibility across 13 states –Illinois, Iowa, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin and Wyoming.
- Promotion on the organizational website, webinars, and enterprise recognition at the annual conference.
- Sponsors receive invitations to join our consultants for a night with our super couple: an L.A. chef & musician wife as we network and share a night of food and music in their re-imagined venue and came home to Minnesota.

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