2019
COMPETITIVENESS
CONFERENCE
& SITE SELECTOR
FORUM
DECEMBER 8-10
RENAISSANCE CHICAGO
DOWNTOWN
SCHEDULE OF EVENTS

SUNDAY, DECEMBER 8th

11:15am-12:30pm  2019 Bob Ady Scholarship Winners Luncheon  (Invitation only)
   Location: Offsite

12:00-5:30pm  Conference Registration
   Location: Burnham Office – 2nd Floor Grand Ballroom Foyer area

12:00-5:30pm  Vendor Displays
   Location: Grand Ballroom Foyer, 2nd Floor

1:00-5:00pm  Optional Offsite Event: Craft Beverage Workshop: Craft breweries add to sense of place and support sustainable communities
   Workshop Consultant: Don Schjeldahl, DSG Advisors
   Microbreweries have become a banner of arrival for small cities across the country. Microbreweries have a modest direct impact on local economies—a few jobs and a little tax revenue. A more important benefit of a microbrewery, if done right, is to be a catalyst for change. Breweries are beginning to serve as community centers where people connect and create vibrant neighborhoods.

   Studies show that residential markets strengthen as microbreweries gain traction in a community by attracting investments that offer unique food and entertainment experiences. As people gather and share ideas over beers, food, and music they start to envision how other investments can transform the neighborhood and community. If the craft brewing movement has passed your community by, there is an alternative—harness local resources and start your own.

   This workshop presentation is followed by a visit to a microbrewery. The visit gives participants an opportunity to apply what was covered in the workshop using a brewery visit scorecard.

   Location: Lagunitas Brewing Company - 2607 W 17th St, Chicago, IL 60608
   • Please note: Coach buses will be onsite for boarding at the Renaissance main entrance between 12:45-1:00 p.m. (departing at 1:00 p.m.) and will return to the Renaissance between 4:45-5:00 p.m. You must take the provided coach transportation to/from this offsite event in order to attend.

5:00-6:30pm  Opening Networking Reception
   Location: Looking Glass and Urban Blue, 3rd Floor (Renaissance)
   Join us for networking with all of your Mid-America region colleagues!

MONDAY, DECEMBER 9th

7:00am-5:00pm  Conference Registration
   Location: Burnham Office – 2nd Floor Ballroom Foyer area

7:00am-5:00pm  Vendor Displays
   Location: Grand Ballroom Foyer, 2nd Floor

7:30-8:30am  Networking Breakfast
   Network with your colleagues and visit our vendor displays!
   Location: Grand Ballroom I – III and Foyer, 2nd Floor

8:30-9:30am  Welcome & Opening Session – Leading Your Community to Success
   Presenter: John Longshore, Principal, VP of Innovation, Global Location Strategies
   We all want our community to grow and to thrive. But how do you define success? What do you need to do to achieve it? From his experience working in communities across the country, John will share principles and practices that will inspire and challenge you to lead in a way that brings about prosperity.
   Location: Grand Ballroom I - III, 2nd Floor

9:30-9:45am  Networking Break
   Network with your colleagues and visit our vendor displays!
   Location: Grand Ballroom Foyer, 2nd Floor

9:45-11:15am  Building Development 101
   Moderator: Clarence Hulse, Executive Director, Economic Development Corporation
   Panelists:
   • Tony Creme, Sr. Vice President, Hillwood Development Company, LLC (Industrial Developer)
   • Jason Kester, Regional Development Director, Agracel, Inc. (Industrial Developer)
   • Pete Anderson, Executive V.P., Investments & Development, Becknell Industrial (Industrial Developer)
   • Robin L. Stolberg, Senior Director, Capital Markets, Jones Lang LaSalle Americas, Inc. (Industrial Property Broker)
   • Scott Kuchta, Senior Project Manager, Haas & Associates (Civil Engineer)
   • Nate Green, Director of Economic Development, Montrose Group (Development Finance)

   Industrial vacancy rates are at some of the lowest rates in history and the market for additional properties is more competitive than ever. This panel will provide

   Location: Grand Ballroom I - III, 2nd Floor
MONDAY, DECEMBER 9th

11:15-11:30am  Networking Break
Network with your colleagues and visit our vendor displays!
Location: Grand Ballroom Foyer, 2nd Floor

11:30am -1:00pm  Annual Awards Luncheon and Annual Site Selector Survey Presentation by Conway Inc.
Location: Grand Ballroom I – III, 2nd Floor
Join us to congratulate the 2019 award winners and finalists! Also, hear from Ron Starner about Conway Inc.’s 2019 Annual Site Selector Survey results!

Thank you to our official media partner!

1:00-1:30pm  Networking Break
Network with your colleagues and visit our vendor displays!
Location: Grand Ballroom Foyer, 2nd Floor

1:30-3:30pm  Site Selector Panel
Moderated by Chris Strayer, Mid-America EDC Executive Committee Member
Attend this session to hear about projects and tips from this year’s site selector panelists, as well as an opportunity for audience Q&A.
Location: Grand Ballroom I – III, 2nd Floor

Site Selector Panelists:
• Chad Chancellor, Next Move Group
• Sean Ferguson, Clark Street Associates
• Tracey Hyatt Bosman, Biggins Lacy Shapiro & Company, LLC
• John Longshore, Global Location Strategies
• Shannon O’Hare, Cushman & Wakefield
• Joe Pilewski, Pilewski & Associates, LLC
• Don Schjeldahl, DSG Advisors
• Brandon Talbert, Austin Consulting
• Bob Westover, Colliers International

3:30-3:45pm  Networking Break
Network with your colleagues and visit our vendor displays!
Location: Grand Ballroom Foyer, 2nd Floor

3:45-4:30pm  Site Selector Roundtable Discussion Sessions
Site Selector Panelists will lead two rotations of roundtable discussions, specific to their topics below.

Site Selector Panelists/Roundtable Discussion Meeting Room Locations:
• Chad Chancellor, Next Move Group
  o Roundtable topic: How non-metro areas can compete for small to mid-sized manufacturing projects
  o Location: Grand Ballroom I – III, 2nd Floor
• Sean Ferguson, Clark Street Associates
  o Roundtable topic: Advanced Manufacturing
  o Location: Grand Ballroom I – III, 2nd Floor
• Tracey Hyatt Bosman, Biggins Lacy Shapiro & Company, LLC
  o Roundtable topic: Impacts of new NAFTA/Trade Agreements
  o Location: Discover Meeting Room, 2nd Floor
• John Longshore, Global Location Strategies
  o Roundtable topic: Developing Your Marketing Sites
  o Location: Grand Ballroom IV, 2nd Floor
• Shannon O’Hare, Cushman & Wakefield
  o Roundtable topic: Unique Training Solutions
  o Location: Explore Meeting Room, 2nd Floor
• Joe Pilewski, Pilewski & Associates, LLC
  o Roundtable topic: Climate Change and the Impact on Economic Development
  o Location: Explore Meeting Room, 2nd Floor
• Don Schjeldahl, DSG Advisors
  o Roundtable topic: Infrastructure - broadband capacity, electricity and roads
  o Location: Grand Ballroom I – III, 2nd Floor
MONDAY, DECEMBER 9th

- Brandon Talbert, Austin Consulting
  - Roundtable Topic: Food processing – Trends, high growth categories, critical site location factors for new food plants, what communities / EDOs can do to better position themselves to compete for projects.
  - Location: Grand Ballroom V, 2nd Floor

- Bob Westover, Colliers International
  - Roundtable Topic: Incentives - what works, what doesn’t and future trends
  - Location: Grand Ballroom VI, 2nd Floor

5:30pm  Beverage Ritual
Join us for the Renaissance Chicago Downtown’s daily Beverage Ritual! Today’s custom beverage is in our honor – come try the EDC Ginbuck!
Location: Grand Ballroom Foyer, 2nd Floor

6:30-9:30pm  Annual Site Selector Social/Networking Event (Invitation Only)
An exclusive, invitation-only networking event for our 2019 gold and platinum sponsors and this year’s conference site selectors!
Location: Offsite

TUESDAY, DECEMBER 10th

7:00-11:00am  Conference Registration
Location: Burnham Office – 2nd Floor Grand Ballroom Foyer area

7:00-11:00am  Vendor Displays
Location: Grand Ballroom Foyer, 2nd Floor

8:00-8:45am  Networking Breakfast
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8:45-9:00am  2020 Best Practices Conference Overview
Amari Myles from the Flint & Genesee Chamber of Commerce will provide an overview of next year’s Best Practices Conference location - Flint, Michigan!
Location: Grand Ballroom I – III, 2nd Floor

9:00-9:15am  Mid-America EDC Annual Business Meeting
Presenters: Janice Karcher, Mid-America EDC President & Kyle Adams, Mid-America EDC 1st Vice President/President-Elect
Location: Grand Ballroom I – III, 2nd Floor

9:15-10:00am  The Impact of Public Private Partnerships on the Success of Emerging Technology Companies
Presenter: Sean Ferguson, Clark Street Associates
Over time, the relationship between public and private entities has shifted dramatically as technology has advanced and societies come to value different things. This session will dive into the history of public private partnerships and explore how these relationships have spurred, or inhibited, the creation and attraction of life changing companies and technologies to a specific area over time. But some things never change: by looking at their history and evolution, we can implement time tested strategies for success in the current day and age while looking forward to the future.
Location: Grand Ballroom I – III, 2nd Floor

10:00-10:15am  Networking Break
Network with your colleagues and visit our vendor displays!
Location: Grand Ballroom Foyer, 2nd Floor

10:15-11:15am  Keys to Success in Rural Economic Development
Presenter: Janet Ady, President, Ady Advantage
If you’re still looking at economic development through the traditional “three legs of the stool” of business recruitment, business retention/ expansion and business start-up, you’re not seeing the whole picture of what economic development has become. Economic developer roles have transitioned and you now wear more hats than ever. In this presentation, Ady Advantage will discuss the major shifts happening in economic development, as well as the changes that we have seen in the location decision making processes of site selectors and businesses. The presentation will focus on how this is impacting rural communities and regions, and how they can continue to stay competitive in this ever-changing world. Janet Ady will share real-world examples of rural communities making an impact in economic development.
Location: Grand Ballroom I – III, 2nd Floor

11:15-11:30am  Networking Break
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TUESDAY, DECEMBER 10th

11:30am - 12:15pm  What to Expect When You’re Competing for Projects & Advancing Your Career in ED
Presenter: Chad Chancellor, Co-Founder/CEO, Next Move Group
Presenting to site selectors and interviewing for a job in economic development are similar – maybe even both at times intimidating and stressful. Learn from the experiences of an economic development executive search firm and site selection group which has helped companies navigate the site selection process and also interviewed hundreds of applicants for economic development jobs ranging from $60,000/year to over $200,000/year about best practices and things to avoid when trying to land your next project or dream economic development job.
Location: Grand Ballroom I – III, 2nd Floor

12:15pm  Closing Remarks from Conference Chair, Nicole Sedlacek
Location: Grand Ballroom I – III, 2nd Floor

Mark Your Calendar!

Best Practices Conference
May 13-15, 2020
Flint, Michigan

Mid-America Competitiveness Conference & Site Selector Forum
December 2-4, 2020
Marriott Chicago Magnificent Mile
The 2019 Mid America Competitiveness Conference and 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 (CEcD).