



**2019  
COMPETITIVENESS  
CONFERENCE  
& SITE SELECTOR  
FORUM**

**DECEMBER 8-10**

**RENAISSANCE CHICAGO  
DOWNTOWN**

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# 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

**1:00-5:00 pm** **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** **Conference Registration**  
**Location:** Burnham Office – 2nd Floor Ballroom Foyer area

**7:00am** **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 all 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*



## MONDAY, DECEMBER 9th

*an update on the current trends in industrial development as well as overview of the oft misunderstood world of deal structuring, lease rates, building types, site readiness, & spec buildings. The panelist will also give their perspective on where they see the market going with the ever changing business and political climate.*

**Location:** Grand Ballroom I - III, 2nd Floor

### 11:15-11:30am **Networking Break**

*Network with your colleagues and visit our vendor displays!*

**Location:** Grand Ballroom Foyer, 2nd Floor

### 11:30am **Annual Awards Luncheon and Annual Site Selector Survey** -1:00pm **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

## MONDAY, DECEMBER 9th

### 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
  - o 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.
  - o Location: Grand Ballroom V, 2nd Floor
- Bob Westover, Colliers International
  - o Roundtable Topic: Incentives - what works, what doesn't and future trends
  - o 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

Network with your colleagues and visit our vendor displays!

**Location:** Grand Ballroom I – III and Foyer, 2nd Floor

### 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

## TUESDAY, DECEMBER 10th

### 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

Network with your colleagues and visit our vendor displays!

**Location:** Grand Ballroom Foyer, 2nd Floor



# TUESDAY, DECEMBER 10th

11:30am **What to Expect When You're Competing for Projects & Advancing Your Career in ED**  
- 12:15pm

**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**



# JOIN



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**Mid America Economic Development Council**

17 S. High Street, Suite 200

Columbus, OH 43215

866-439-9172

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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).