



Missouri Economic Development Council

# 2016 MEDC FALL CONFERENCE

## *PLANNING FOR SUCCESS*

October 26-28, 2016

The Broadway Hotel – a DoubleTree by Hilton Hotel  
1111 East Broadway, Columbia, MO

### SCHEDULE

**Wednesday, October 26, 2016**

12 Noon	<b>REGISTRATION</b> (Sign up for Group Dutch Treat Dining for Wednesday evening so advance reservations can be made.)
1:00 P.M.	<b>WELCOME AND BRIEF OPENING REMARKS –</b> MARK STOMBAUGH, CEcD, EDFP - MEDC President
1:15 – 4:30 P.M.	<p><b>KICK-OFF SPEAKER:</b> <b>ECONOMIC DEVELOPMENT AND THE MULTIGENERATIONAL WORKFORCE; PLANNING FOR SUCCESS</b></p> <p>Presenter: DR. MARK TAYLOR</p> <p>Successful economic and community development will require awareness of multiple fluid demographic factors, including the generational issues and dynamics in the workforce of today, and farther into the 21<sup>st</sup> Century. Understanding typical generational values, traits, preferences and styles can improve economic and community planning, as well as workplace recruitment, worker and workplace effectiveness, harmony and employee satisfaction and retention. Understanding generational trends can improve planning for, developing and maintaining an effective economic environment. This workshop will address the generational issues and dynamics in the workplace with specific, applicable suggestions for economic and community development.</p> 
5:30 P.M.	<b>RECEPTION – The Roof</b> <i>(We will be inside on the top floor of the hotel but can also enjoy the skyline of Columbia from the outdoor venue) Bring your drink tickets...</i>
6:30 P.M.	<b>“DUTCH TREAT” GROUP DINING</b> Group Dining is “Dutch Treat” – Your coordinator will not be your “host” but will make reservations and help arrange carpooling. Take advantage of this opportunity to experience a fun night and meet some colleagues from across the state. To join the fun, sign up at the MEDC registration desk.

# Thursday, October 27, 2016

<b>7:30 A.M.</b>	<p><b>NEW MEMBER BREAKFAST WITH MEDC OFFICERS &amp; MEDC COUNSELORS</b></p> <p><i>Chance for new members and any students attending to meet with MEDC Executive Committee and MEDC Counselors to learn about MEDC activities and services. Even if you are not new, but would like to have a chance to learn about the inner workings of the organization or ask some questions, make plans to attend.</i></p>
<b>7:30 A.M.</b>	<p><b>MEMBER BREAKFAST</b></p>
<b>8:30 – 9 A.M.</b>	<p><b>MEDC LEGISLATIVE UPDATE &amp; PROPOSED 2017 LEGISLATIVE AGENDA</b></p> <p>BRIAN GRACE, MEDC Legislative Consultant TIM ARBEITER, CEcD &amp; SHAWNA SEARCY - MEDC Public Policy Co-Chairs</p>
<b>9 – 9:30 A.M.</b>	<p><b>AM I SUPPOSED TO REPORT THAT!?! – MAKING SURE YOUR LOBBYIST PROFILE AND FILINGS ARE UP TO SNUFF</b></p> <p><i>The Missouri Ethics Commission will be presenting latest updates to lobbyist registration and filings, as well as providing guidance to economic developers in being prepared for accurate reporting. Time will also be devoted for conference participants to ask questions.</i></p> <p>JAMES KLAHR, Director, Missouri Ethics Commission BETSY BYERS, Director of Business Services, Missouri Ethics Commission</p>
<b>9:30 – 10:15 A.M.</b>	<p><b>MISSOURI’S POWERFUL STORY</b></p> <p><i>Take a look at the new brand and vision for sharing our key strengths with new audiences. Also a brief recap of outreach and cooperative marketing activities in 2016 and what to expect in 2017.</i></p> <p>MARK SUTHERLAND , VP of Market Strategies, Missouri Partnership</p>
<b>10:15 – 10:30 A.M.</b>	<p><b>“CATCH UP ON COMMUNICATIONS” BREAK</b></p>
<b>10:30-11:45 A.M.</b>	<p><b>THE CLIENT’S APPROACH</b></p> <p>In 2016, successfully recruiting and developing talent requires an innovative approach. This panel of Human Resource professionals will share their vision and implementation strategy to building their current and future pipeline of skilled professionals in varied occupations.</p> <p>JESSICA L. CRAIG (Moderator) - State Fair Community College RANDY TUCKER - Human Resources Director, Dairy Farmers of America BEN MCFARLIN - Complex HR Manager, Tyson Foods AUGUST NIELSEN - Human Resources Director, Veterans United Home Loans</p>
<b>12-1:15 P.M.</b>	<p><b>LUNCH &amp; MEDC MEMBERSHIP MEETING</b></p>
<b>1:30 – 2:30 P.M.</b>	<p><b>HOW TO HAVE A GREAT CAREER IN ECONOMIC DEVELOPMENT .... RULES OF THE ROAD</b></p> <p><i>Bob Marcusse announced his retirement at the beginning of 2016 after serving 25 years as the President and CEO of the Kansas City Area Development Council. That time capped an extensive career in economic development leadership across 4 different states. Listen to some of the experiences and guidance that has helped market a thriving region, OneKC, and successfully launch many major growth initiatives.</i></p> <p>BOB MARCUSSE, Past President/CEO Kansas City Area Development Council</p>

<b>2:30 – 3:00 P.M.</b>	<p><b>MISSOURI’S FUTURE DEPENDS ON A STRONG WORKFORCE</b>  <i>Hear an update from the Missouri Chamber of Commerce and Industry on their programs and efforts to improve Missouri’s workforce competitiveness.</i>            BRIAN CROUSE, VP of Education Programs , Missouri Chamber of Commerce            TAMMY LONG, Director Missouri Chamber Federation</p>
<b>3-3:15 P.M.</b>	<p><b>“CATCH UP ON COMMUNICATIONS” BREAK</b></p>
<b>3:15-4:00 P.M.</b>	<p><b>IMPACTING ECO DEVO ORGANIZATIONS &amp; EMPLOYERS: HOW TO PREPARE FOR THE NEW FAIR LABOR STANDARDS ACT REGULATIONS</b>            KAMERON MURPHY – Tueth Keeney</p>
<b>4:00 – 4:45 P.M.</b>	<p><b>IMPACTING COMMUNITIES THROUGH LEADERSHIP AND ENTREPRENEURIAL DEVELOPMENT - JUMP START INC.</b>            BRIAN FOGLE, President &amp; CEO Community Foundation of the Ozarks            HRISHUE MAHALAHA, Senior Partner Solutions Delivery            JOSHUA BORSTEIN, PhD, Consultant Solutions Delivery</p>
<b>5 P.M.</b>	<p><b>RECEPTION – The Roof of The Broadway Hotel</b>  <b>Bring your Drink Tickets and Enjoy Some hot Hors D’Oeuvres with your MEDC colleagues!</b>  <i>We will be inside on the top floor of the hotel but can also enjoy the skyline of Columbia from the outdoor venue...And if Missouri has a team in the playoffs, we will determine a gathering location for those who want to watch the game together!</i></p>
<b>6 P.M.</b>	<p><b>ENJOY DINNER &amp; EVENING ON YOUR OWN</b></p>


**Friday, October 28, 2016**


<b>7:30 A.M.</b>	<p><b>BREAKFAST</b></p>
<b>8:30-9:00 A.M.</b>	<p><b>UNIVERSITY OF MISSOURI UPDATE</b>            STEVE WYATT, Vice Provost for Economic Development, University of Missouri</p>
<b>9:00 – 10:15 A.M.</b>	<p><b>MANAGING THE DEVELOPMENT PROCESS</b>  <i>Every community has those special sites, those that are ripe for redevelopment which can offer so much more for your community. From grossly underperforming, to facilities in disrepair, learn from a case study with all the nuances and how a well-managed process and the right partners can revitalize that gateway or corridor.</i>            LYNDELL BRENTON, Mayor, City of Liberty            KARAN JOHNSON, Manager Business and Economic Development, City of Liberty            KEATON KNOTT, Vice President of Development, Legacy Development</p>
<b>10:15 A.M.</b>	<p><b>DRAWING FOR \$100 ATTENDANCE PRIZE!</b>  <b>ADJOURNMENT</b></p>

