



Missouri Economic Development Council

2016 ANNUAL CONFERENCE

Accelerating Opportunities, Outcomes and Growth

June 14-16, 2016
Camden on the Lake
Lake Ozark



2016 MEDC Annual Conference

THEME: *Accelerating Opportunities, Outcomes and Growth*

CONFERENCE SCHEDULE

Tuesday, June 14, 2016

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| 12 NOON | REGISTRATION |
| 1 pm | WELCOME
MEDC President DONNA BROWN |
| 1:10 pm | SITE LOCATION PERSPECTIVE
<i>Hear about current trends and take the opportunity to ask questions in this open discussion session with location advisors.</i> |
| 2:30 pm | RECAP OF THE 2016 LEGISLATIVE SESSION & LEGISLATIVE UPDATE
BRIAN GRACE – MEDC Legislative Consultant
RYAN MOONEY & TIM ARBEITER – MEDC Public Policy Committee Chairs
<i>The 2016 Legislative Session has ended and the dust is beginning to settle. Hear from MEDC's legislative consultant what the outcomes mean to you in your respective area.</i> |
| 3 pm | MISSOURI PARTNERSHIP ACTIVITY & LEAD GENERATION CHANGES
STEVE JOHNSON, CEO, Missouri Partnership |
| 3:30 pm | MO DED and HAWTHORN FOUNDATION UPDATES
SALLIE HEMENWAY, CEcD, Director, Div. of Business & Community Services, MO
Department of Economic Development
MARGARET ONKEN, Executive Director, Hawthorn Foundation |
| 4 pm | SOCIAL MEDIA AND YOUR COMMUNITY - Controlling the Message
MARK SUTHERLAND, Vice President Market Strategies, Missouri Partnership
<i>If and/or how you control the message and use it to your advantage!</i> |
| 4:30 pm | WRAP-UP – CLOSING REMARKS AND REMINDERS |
| 5-6 pm | RECEPTION (Outside - weather permitting) |
| 6-9 pm | DINNER ON YOUR OWN – <i>Group sign-up sheets are available at MEDC registration. Sign up to dine at one of our featured restaurants - build friendships - meet new friends.</i> |
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Wednesday June 15, 2016

7:30 am **BREAKFAST BUFFET**

8 am **DISTRICT CAUCUS MEETINGS**

Members will meet to discuss district news and select MEDC District Directors for the 2016-2017 year.

8:30 am **MEDC ANNUAL MEETING**

Membership meeting with committee reports and election of officers.

9:30 am **COMMUNITY-BASED BUSINESS PARK DEVELOPMENT STRATEGIES**

CAROLYN YATSOOK, City of Belton

WAYNE MORGAN, Pulaski County Growth Alliance

This session will focus on a community's effort and process of taking charge of its own economic development destiny by creating or enhancing a business park. Two different Missouri communities will highlight the local leadership, decisions and resources that have ultimately led to a more competitive real estate product.

10:15 am **BREAK**

10:30 am **BUILDING A BETTER TRAINING SYSTEM IN MISSOURI**

AMY SUBLETT, Director – MO Division of Workforce Development

KRISTIE DAVIS, Manager, Business Initiatives, MO Division of Workforce Development

The Missouri Division of Workforce Development, Missouri's Community College's and Workforce Coordinators have successfully rebranded and re-launched a new and improved Missouri Works Training Program to serve new and existing businesses in Missouri with flexibility and customization needed to maintain a competitive workforce.

11 am **BUILDING A DYNAMIC PROSPECT HOST TEAM**

Panel Discussion:

Moderator: CLINT O'NEAL, Vice President of Business Recruitment,
Missouri Partnership

DR. JIM GANN, Director Economic Development, City of Boonville

LINDA CHRISTLE, CEcD, Executive Director, Economic Development
Sedalia-Pettis County

DARREN LAMB, Community and Economic Development Director,
City of Washington

Learn from peers and professionals how they have successfully built that showcase host team for prospect site visits. Hear examples of what other practitioners have found to be successful.

12:15 pm **MEDC AWARDS LUNCHEON**

This luncheon will feature the presentation of MEDC's prestigious awards (i.e, Professional Economic Developer of the Year, Governmental Member of the Year, Affiliate Member of the Year, MEDC Counselor, and the MEDC President's Award). Be sure to take time to submit your letter of nomination for these awards no later than May 6 and be present to celebrate the accomplishments of the recipients at this important luncheon!

Wednesday, June 15, 2016 (continued)

- 1:30 pm **NATIONAL ADVOCACY TO EXPAND CAREER READINESS**
DEBRA LYONS, Senior Manager, ACT Center for Workforce Advancement
The new realities of tighter labor markets require leading-edge strategies to keep pace with employer growth. ACT's new Center for Workforce Advancement unites the resources and partners to create industry-recognized competency models, industry and government acceptance of verified skill credentials, and advocacy to promote innovative standards.
- 2:30 pm **MIGRATION, MILLENNIALS AND MOBILITY:
Economic Growth Drivers or Drains?**
PAT CURRY, Project Manager, ExCEED Program, University of Missouri Extension
In every local, regional and state economy there is an often poorly understood flow of people that dramatically influences economic opportunity. As the Millennial Generation – the largest in the US – makes personal location decisions there will be regional winners and losers. Migration and labor force mobility is already reshaping the profiles of many Missouri counties. This presentation will summarize how the movement of people as commuters and migrants is effecting state, regional and county economies now and into the future and suggest actionable strategies for encouraging in-migration.
- 3:15 pm **BREAK**
- 3:30 pm **INVESTING IN THE TALENT PIPELINE**
KRISTIE ARTHUR, Director of Workforce Development, St. Joseph Chamber of Commerce
JESSICA L. CRAIG, Director, The LearningForce, State Fair Community College
Companies are investing more resources than ever in attracting talented employees and growing individuals within their own organizations. Economic development professionals know one of the most valuable resources to encourage existing business growth is the future talent pipeline of employees to support this growth. This panel will share successful programs that have been launched in their region.
- 4:30 pm **WRAP-UP – CLOSING REMARKS AND REMINDERS**
- 5:30 pm **RECEPTION - Bring your drink tickets** *Kinderhook Ballroom*
SILENT AUCTION ITEMS ON DISPLAY
View and bid throughout the evening.
- 6:30 pm **BANQUET**
- 7:15 PM **ENTERTAINMENT -- Comedian REX HAVENS**
Back by great demand – come enjoy more special humor from a comedian who performs around the world. We know from experience that he will have us falling off our chairs with laughter – an evening you won't want to miss!
- CLOSING OF SILENT AUCTION**
LIVE AUCTION WITH Special Guest Auctioneer
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Thursday, June 16, 2016

7:30 am BREAKFAST

8:45 am **CLOSING KEYNOTE:**
HOW DO THEY DO THAT? SECRET TECH WEAPONS FOR THE ECONOMIC DEVELOPMENT PROFESSIONAL!

BETH ZIESENIS, Your Nerdy Best Friend

Have you heard about all the apps that can transform the way you work? Would you like to look like you are working with a team of marketing, computer and productivity experts, even if you suffer from a shrinking staff and a disappearing budget? But when will you find the time to find the info and get help?



*We've solved that problem for you! This powerhouse closing presentation will give you takeaways that are worth the price of the whole conference! Author Beth Z, aka Your Nerdy Best Friend (YNBF), will end our event with practical, understandable, entertaining tech conversations about the latest apps and tech tools you need to be more effective in business and in your life! **No matter your tech level or nerd credentials, you'll learn and discover technology you've never heard of to help you in ways you never imagined.***

PS – did we mention that these tools will work for every budget? And one more thing -- Stay to the end to learn about 30+ tools that will leave people asking, "How DO they do that?"

11:45 am Wrap-up and Closing Remarks
Drawing for \$100 door prize and Adjourn

Beth Z will be happy to remain after the session to autograph your copy of her book Nerd Know-How – the 27+ Best Apps for Work & How to Use 'Em! – a complimentary copy will be included in your registration packet.



HOTEL INFORMATION:

For hotel reservations contact:

Camden on the Lake Resort, Spa & Yacht Club

2359 Bittersweet Road, Lake Ozark, MO
888-365-5620

A block of rooms has been reserved for MEDC at Camden on the Lake with \$123.00 (Deluxe Kings) or \$143.00 (One Bedroom Suites). Please identify that you are calling to reserve a room in the MEDC block – MEDC0616. This room block will be released on May 16, 2016. Room availability or pricing cannot be guaranteed after that date.

Online Hotel Reservations: Visit the www.camdenonthelake.com website – go to Group Booking Login – your ID and password are MEDC0616.

SPECIAL INFORMATION:

No-shows are responsible for payment of registration.

No refunds after June 6, 2016.

Attire is Business Casual for the conference.

QUESTIONS OR SPECIAL NEEDS?

Contact MEDC – Pat Amick, CMP – (573) 636-7383 or email to pat-amick@showme.org

EXHIBITORS:

A limited number of Exhibit Spaces are available at this conference. The Exhibitor Fee is \$150 plus registration. Exhibits will be placed in the back area of our meeting room and specific times for viewing will be identified in the conference schedule. Contact Pat Amick at the MEDC office if interested – 573-636-7383.

FUND RAISER AUCTION:

We will once again be holding a fundraiser Auction to benefit the MEDC Scholarship Fund. The items donated will be on display during the evening activity on Wednesday with the Silent Auction closing at the end of the evening. We hope to also hold a Live Auction with a surprise Celebrity Auctioneer for a few premier items as well. Cash, check or credit cards will be accepted.

Your assistance with auction items is being requested. Please consider donating an item that you think would be greatly desired – sports tickets, hotel overnights, gift baskets with goodies from your area, special products made/sold in your district.

Please send information on your items to the MEDC office (P. O. Box 105918, Jefferson City, MO 65110 – pat-amick@showme.org - 573-636-7383) and bring to the event.

“This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers (CEcD).”



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

Questions??

Or For More Information Contact:

MISSOURI ECONOMIC DEVELOPMENT COUNCIL

P. O. Box 105918

Jefferson City, MO 65110

573-636-7383

Pat Amick, Executive Director – pat-amick@showme.org

