



Missouri Economic Development Council

# 2017 ANNUAL CONFERENCE

## Charting the Course

June 13-15, 2017  
Camden on the Lake  
Lake Ozark

# 2017 MEDC Annual Conference

***THEME:*** *Charting the Course*

## CONFERENCE SCHEDULE

### Tuesday, June 13, 2017

- 12:30 pm     **REGISTRATION**
- 1:30 pm     **WELCOME**  
MEDC President MARK STOMBAUGH, CEcD, EDFP
- 1:40 pm     **MISSOURI: NORTH AMERICA'S LOGISTICS CENTER**  
*In the past 12 months, Missouri has experienced a significant increase in opportunities to compete for business attraction projects in the distribution and logistics industry. Learn about recent success stories from across the state and how to best be prepared to compete for the next one.*  
Moderator: CLINT O'NEAL, Missouri Partnership | Panelists TBD
- 3:00 pm     **RECAP OF THE 2017 LEGISLATIVE SESSION**  
*The 2017 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.*  
KATE CASAS – Managing Director, Dentons  
TIM ARBEITER, CEcD and SHAWNA SEARCY – Public Policy Committee Chairs
- 3:30 pm     **BREAK**
- 3:45 pm     **THE GREITENS ADMINISTRATION, A PARTNER IN OUR ECONOMIC DEVELOPMENT FUTURE**  
*Join Department of Economic Development leadership to hear about the future of economic development*
- 4:30 pm     **THE COMMITTEE FOR SIMPLE, FAIR, AND LOW TAXES**  
*Hear from the committee leadership as they near the completion of their review and recommendations to the administration.*
- 5:00 pm     **WRAP-UP – Closing Remarks and Reminders**
- 5-6 pm     **RECEPTION** (Outside weather permitting)
- 6-9 pm     **DINNER ON YOUR OWN** – *Group sign-up sheets are available at MEDC registration. Sign up to dine at one of our featured restaurants - build friendships - meet new friends.*

## **Wednesday June 14, 2017**

7:30 am      **BREAKFAST BUFFET**

8 am         **DISTRICT CAUCUS MEETINGS**

*Members will meet to discuss district news and select MEDC District Directors for the 2017-2018 year*

8:30 am      **MEDC ANNUAL MEETING**

*Membership meeting with committee reports and election of officers.*

9:30 am      **MISSOURI PARTNERSHIP UPDATES**

*Session to include discussion of Missouri's competitive readiness; a recap and summary of 2016-2017 marketing and outreach; and a specific case study from each member of the business recruitment team highlighting key milestones and lessons learned.*

Moderator: STEVE JOHNSON, CEO – Missouri Partnership

10:30 am     **BREAK**

10:45 am     **TAKING THE NEXT STEP TO PERSONALIZE IT FOR YOUR COMMUNITY**

*Learn how one community, St. Charles County, took a deeper dive into the target industries of their region to prepare themselves for future growth and success.*

JOSH BECK, MarksNelson – Partner, Location Strategies

STEVE ETCHER, MarksNelson – Manager, Location Strategies

CHRISTINE ZIKA, EDC Business & Community Partners –

Director of Business Development

12:00 pm     **MEDC AWARDS LUNCHEON**

1:30 pm      **NCRC 2.0**

*Understanding changes to ACT Workkeys/National Career Readiness Certificate – a credential which verifies individuals' foundational work skills. By leveraging the NCRC/ACT Work Ready Communities, economic developers can showcase their available talent to provide evidence of a skilled workforce which helps attract, retain, and expand business and industry in their communities.*

Presenter: CHERI TUNE, Senior Program Manager, ACT Work Ready Communities

2:00 pm      **BUSINESS RETENTION & EXPANSION PANEL**

*Business retention and expansion is a key element to any community's growth and vitality. Learn how to get started, coordinate with partnering organizations and maximize your BRE results. Our panelists come to us from a wide range of locations and situations, while also being recognized as leaders in the BRE world.*

Moderator: LISA FRANKLIN, CEcD, KCP&L

STEVE SPARKS, Arkansas Existing Business Resource

KATHERYN KUNERT, MidAmerican Energy Initiative & State of Iowa

SALLY HANLEY, Director of Business Assistance Greater Peoria Economic Development Council

3:15 pm      **BREAK**

## Wednesday June 14, 2017 (Continued)

3:30 pm      **A BLUEPRINT FOR ADDRESSING TALENT ISSUES IN ECONOMIC DEVELOPMENT**

*The “talent issue” is complex. It’s pervasive. It’s been a long time in the making. And trends seem to point to continued population growth in the metropolitan areas relative to the rural areas. In this presentation, Janet Ady will share a framework for defining your talent issue, presenting a menu of successful strategies that a broad range of areas have developed, and articulating a path for addressing talent issues.*

*Presenter: JANET ADY, Ady Advantage*



4:45 pm      **WRAP UP - REMARKS**

5:30 pm      **RECEPTION - Bring your drink tickets**

*View and bid on Silent Auction Items*

6:30 pm      **BANQUET**

7:15 pm      **ENTERTAINMENT & Silent Auction**

## Thursday, June 15, 2017

7:30 am      **BREAKFAST**

8:30 am      **UTILITIES, WHAT’S CHANGING?**

*Learn about the current state of power generation, and what we might expect going forward. Also, hear about new showcase projects and emerging technologies in natural gas.*

STEVE STODDEN, City Utilities Associate General Manager Electric Supply  
MATT HUBER, Regional Sales Manager, Liberty Utilities

9:30 am      **DON’T GET ELIMINATED...AND 9 OTHER DON’TS TO BEING A SUCCESSFUL ECONOMIC DEVELOPER**

*In an effort to fulfill our potential as economic development professionals, there are times when we will need to “unlearn” certain things, re-evaluate our methods, and stop making the same mistakes. This interactive session is a quick reminder of things economic development professionals should not do to achieve real success.*

PATRICK MCKEEHAN, CEcD, Director of Economic Development, City of O’Fallon  
SUBASH ALIAS, Senior Vice President, Missouri Partnership

10:15 am      **BREAK**

## **Thursday, June 15, 2017 (Continued)**

10:30 am      **CLOSING KEYNOTE: 2016 MISSOURI PARTNERSHIP COMMUNITY  
COMPETITIVENESS ASSESSMENTS REVIEW**

JANET ADY, Ady Advantage

*In this presentation, Janet will provide an overview of the 2016 Missouri Partnership Community Competitiveness Assessments project. The overview will include her firm's approach to the project, as well as highlights and best practices relating to the following key project components:*

- \* Mock site visit and RFI*
- \* Site and buildings*
- \* Economic development assets*
- \* Marketing strategies, materials, and/or messaging*

***As a capstone of the 2017 MEDC Annual Conference, results of the Mid-America Site Selector Survey will be highlighted during this session.***

11:45 am      **WRAP-UP AND CLOSING REMARKS**

Drawing for \$100 door prize and Adjourn



## 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 \$125.00 (Deluxe Kings) or \$145.00 (One Bedroom Suites). Please identify that you are calling to reserve a room in the MEDC block – MEDC0617. This room block will be released on May 15, 2017 Room availability or pricing cannot be guaranteed after that date.

Online Hotel Reservations: Visit the [www.camdenonthelake.com](http://www.camdenonthelake.com) website – go to Group Booking Login – your ID and password are MEDC0617.

## SPECIAL INFORMATION:

No-shows are responsible for payment of registration.

No refunds after June 6, 2017.

Attire is Business Casual for the conference.

## QUESTIONS OR SPECIAL NEEDS?

Contact MEDC – Pat Amick– (573) 636-7383 or email to [pat-amick@showme.org](mailto:pat-amick@showme.org)

MISSOURI ECONOMIC DEVELOPMENT COUNCIL, P. O. Box 105918, Jefferson City, MO 65110

## 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.

## FUNDRAISER 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](mailto:pat-amick@showme.org) - 573-636-7383) and bring to the event.

## IEDC EVENT CERTIFICATION:

