



Missouri Economic Development Council

2018 ANNUAL CONFERENCE

*Opportunities...
Right Here,
Right Now!*

June 12-14, 2018
Camden on the Lake
Lake Ozark



Program at a Glance ...

Tuesday, June 12, 2018

12 NOON	REGISTRATION	<i>Gravois Foyer</i>
1:30 pm	WELCOME & BRIEF OPENING REMARKS JESSICA CRAIG, MEDC President	<i>Osage/Gravois Room</i>
1:40 pm	WELCOME TO LAKE OZARK	
1:50 pm	KICKOFF KEYNOTE: SUCCESSFULLY PROVING TALENT – HOW WILL A SITE SELECTION CONSULTANT ANALYZE YOUR COMMUNITY’S LABOR MARKET? BRIAN M. ALLEN, Research Project Manager, Client Strategy CBRE – Labor Analytics	
2:45 pm	TALENT WARS: WHAT PEOPLE LOOK FOR IN JOBS & LOCATIONS <i>With national unemployment low, economic development organizations must fight fiercely to attract and retain talent in their communities. That is why it is now more important than ever to understand how talent assesses new job opportunities and relocation decisions. In this session, we’ll share DCI research from a survey of more than 1,000 working-age individuals across the country to shed light on this topic.</i> STEVE DUNCAN, Vice President, Development Counsellors International	
3:40 pm	BREAK	
4 pm	RECAP OF THE 2018 LEGISLATIVE SESSION <i>What happened? What does it really mean? And, where do we go from here?</i> BRIAN GRACE, MEDC Legislative Consultant, Nexus Group SHAWNA SEARCY and BRIAN GERAU – Public Policy Committee Chairs	
4:30 pm	Day One - WRAP-UP AND REMINDERS	
5-6 pm	RECEPTION – Bring Your Drink Tickets	<i>Outside Pool Deck</i>
6-9 pm	DINNER ON YOUR OWN SHUTTLE TO THE STRIP – For those interested in going to “The Strip” for dinner, MEDC has arranged with Camden on the Lake for shuttle transportation leaving the Hotel at 5:45 and 6:15 pm. The Shuttle will drop off at Tucker Shuckers (high end sports bar), and Casa Grotto (stone brick pizzas) across the street. The Shuttle will pick up at this location at 7:30, 8:00 and 8:30 pm. Please realize there is a limitation on how many people can ride the shuttle AND the shuttle will not be able to pick you up later than the stated time – so plan your travel accordingly.	

Wednesday June 13, 2018

7:30 am	BREAKFAST BUFFET	<i>Grand Glaize Room</i>
8 am	DISTRICT CAUCUS MEETINGS <i>Members will meet to discuss district news and select MEDC District Directors for the 2018-2019 year.</i>	<i>Grand Glaize Room</i>
8:30 am	MEDC ANNUAL MEETING <i>Membership meeting with committee reports and election of officers.</i>	<i>Osage/Gravois Room</i>

- 9:30 am **KNOW THE C-SUITE: A CLOSER LOOK AT EXECUTIVE-LEVEL DECISION-MAKING**
While each company board room has different priorities and preferences, DCI will share various data points on the executive team to better direct the efforts of EDOs when marketing their communities. We draw from both existing and fresh research to point out the nuances of this coveted audience.
 STEVE DUNCAN, Vice President, Development Counsellors International
- 10:45 am **BREAK**
- 11 am **CLIF'S NOTES ON HIGHER EDUCATION STATEWIDE AND THE IMPACT ON ECONOMIC DEVELOPMENT**
Missouri State University's dynamic president Clif Smart will be having a conversation about the trends and changes facing higher education nationally and status of higher education in Missouri. He'll also talk about some of the specific efforts Missouri State is working on as well as talk about the university's statewide mission and reach.
 CLIF SMART, President, Missouri State University
 Moderator: RYAN MOONEY, Sr. VP, ED, Springfield Area Chamber of Commerce
- 12:00 pm **MEDC AWARDS LUNCHEON** *Harbor Ballroom*
- 1:30 pm **MISSOURI PARTNERSHIP - PREPARED COMMUNITIES WIN AND OTHER UPDATES** *Osage/Gravois Room*
 STEVE JOHNSON, CEO and Team, Missouri Partnership
- 2:30 pm **STATEWIDE WORKFORCE ASSESSMENT PROJECT**
Learn about the Statewide Workforce Assessment Project being developed in partnership with the MO Department of Labor, MO Department of Economic Development and the MO Department of Higher Education.
 ZORA MULLIGAN, Commission for Higher Education
 ROB DIXON, CEcD, Director, MO Department of Economic Development
- 3:00 pm **HAWTHORN FOUNDATION UPDATE**
 STEVE OSLICA, Executive Director, Hawthorn Foundation
- 3:30 pm **BREAK**
- 3:45 pm **DISCOVER THE NEW TRAINING NETWORK BEING DEVELOPED BY MISSOURI COMMUNITY COLLEGE ASSOCIATION (MCCA)**
Capacity for technical training has never been as critical to economic development as it is today! Learn how Missouri's community colleges can provide this capacity in every community.
 TAYLOR PRITCHARD, Director, Missouri Training Network, MCCA
 BRIAN MILLNER, President & CEO, Missouri Community College Association
- 4:15 pm **30 IDEAS IN 30 MINUTES**
 Moderator: RYAN MOONEY, CEcD, Sr. VP, ED, Springfield Area Chamber of Commerce
- 4:45 pm **DAY TWO - WRAP-UP AND REMINDERS**
- 6 pm **RECEPTION (Drink Tickets provided for evening)** *Toad Island*
- 6:30 pm **CASUAL CARIBBEAN BANQUET (Also Live Auction)** *Toad Island*
- 7:30 pm- **Entertainment by Five Turn Knot** *Outdoor Stage*
- 10:30 pm *Formed in 2009 in Jefferson City and voted JC's best band, playing #1 hits from bands like Journey, Bruno Mars, Guns and Roses, AC/DC, REO Speedwagon, Justin Timberlake and Van Halen just to name a few.*

Thursday, June 14, 2018

7:30 am	BREAKFAST	Grand Glaize Room
8:30 am	SUCCESSION PLANNING: IT'S NEVER TOO EARLY TO BEGIN! <i>Discover how succession planning is impacted by Baby Boomers leaving the market and generational differences, Identify the team or planning partners; What's the value and healthiness of the business; tools & resources; and next steps.</i> GREG TUCKER, Extension Statewide SBTDC Director, Missouri SBTDC State Office JOHN HOUSE, Founder, JH Specialty Sales	Osage/Gravois Room
9:30 am	DISCOVER CHAPTER 10 AND HOW TO WISELY UTILIZE THIS INCENTIVE TO SUCCESSFULLY CREATE JOBS AND INVESTMENT <i>Learn "tricks of the trade" for negotiating the best possible deal for your city/county, including what issues to address during an RFP response, ensuring performance by the copay, clawbacks, and communication with other taxing districts.</i> MARK GRIMM, Shareholder and Chairman, Gilmore & Bell, P.C. CATHY PRATT, Economic Development Director, City of St. Peters MARK DUNNING, Assistant City Manager, City of Lee's Summit	
10:30 am	BEST IN THE MIDWEST – PLANNING A NEW STRATEGY AND STRUCTURE FOR DED ROB DIXON, CEcD, Director, Missouri Department of Economic Development	
11:00 am	BUILD MY FUTURE <i>Build My Future invites students from throughout the Ozark Region to learn about career opportunities in construction and business-related trades through a hands-on approach. While attending the expo, students and teachers participate in a variety of activities such as brick laying, a welding simulation, tiling, roofing, test-driving heavy equipment and more, while also learning about the vast variety of careers connected to the construction industry. Planned by the Ozark Region Workforce Development Board and the Build My Future Collaborative, the second-annual Build My Future was held at the Ozark Empire Fairgrounds in Springfield, MO on March 28, 2018.</i> Moderator: JONAS ARJES, CEcD, EDFP, Executive Director - Taney County Partnership SALLY PAYNE, Asst. Director, Department of Workforce Development, City of Springfield MEGAN SHORT, Executive Director, Springfield Contractors Association CHARLYCE RUTH, CEO, Home Builders Association of Greater Springfield	
Noon	WRAP-UP AND CLOSING REMARKS Drawing for \$100 door prize and Adjourn	

**Don't forget the Twitter-sphere during the conference!
@MissouriEDC -- #2018AnnualMEDC**

Special Thanks to Speakers, Sponsors and Conference Planning Committee for making the 2018 MEDC Annual Conference a great success!

NEXT MEDC CONFERENCE ... MEDC Fall Conference October 17-19, 2018 Drury Plaza Hotel Conference Center Cape Girardeau, MO <i>Save the Date and Plan to Attend!!</i>
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