

# MISSOURI ECONOMIC DEVELOPMENT COUNCIL 2008 FALL CONFERENCE

November 5-7, 2008

**Adams Pointe Conference Center/Courtyard by Marriott, Blue Springs, MO**

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## Survival Tools for the New Economic Development Frontier

Today's economic environment is constantly changing and certainly challenging. However, this emerging new economy also holds many opportunities for the economic development profession, the communities and regions we serve, our leaders and partners, and personally. To survive these challenges, we need to adapt quickly to new patterns of thinking and doing. Like the very businesses we are charged to support, we must be flexible, adaptive, and connected. This conference will provide the survival tools you need to think about and practice economic development in new innovative ways.

## Conference Schedule:

Wednesday, November 5, 2008

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- 12 Noon**      **REGISTRATION**      *Lobby, Adams Pointe Conference Center*  
(Sign up for Group Dutch Treat Dining at Kansas City Power & Light District)
- 1:00 P.M.**      **WELCOME AND BRIEF OPENING REMARKS - BEN JONES, MEDC President**  
**WELCOME FROM JACKSON COUNTY – MIKE SANDERS, Executive Jackson County**
- 1:20 P.M.**      **COMMUNITY CAPITALISM: New Lessons in Successful Economic Development –**  
Presenter: RON KITCHENS, CEO, Southwest Michigan First  
*"People in Kalamazoo, MI are drinking the Kool Aid. They believe they can make a difference in their part of the world. They are making a difference by thinking big and taking personal responsibility. No white knight. No call for government help. No big study. No wringing hands. Just real people stepping up and taking responsibility. The new book, Community Capitalism: Lessons from Kalamazoo and Beyond by Ron Kitchens, is an important reminder of the importance of community leadership." - Blane Canada Newsletter. Want to make a difference in your community? This session will show you how it was done in Kalamazoo.*
- 2:25 P.M.**      **LOAD BUSES AND DEPART AT 2:40 P.M.**      *Conference Center East Entrance*  
**FOR METROPOLITAN COMMUNITY COLLEGE, Business & Technology Center**
- 3:15 P.M.**      **THE CHANGING FACE OF ORGANIZATIONAL LEADERSHIP: Engaging Leaders, Developing Volunteers and Organizational Transparency**  
Presenter: DR. DAVID RENZ, Director of the Midwest Center for Nonprofit Leadership
- 4:15 P.M.**      **SUPPORTING ENTREPRENEURS ONLINE: KCSOURCELINK & MOSOURCELINK and more...**  
Presenter: MARIA E. MEYERS, Director, UMKC Innovation Center, Network Builder,  
KCSOURCELINK, Henry W. Bloch School of Business and Public Administration
- 5:15 P.M.**      **BUS TRANSPORTATION TO RECEPTION AT POWER AND LIGHT DISTRICT**  
*En Route – Information on Power and Light District Development*

## Wednesday, November 5, 2008 (Continued)

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**6:30 P.M. RECEPTION – Raglan Road Irish Pub & Restaurant, Power and Light District**

**7:30 P.M. TASTE OF THE POWER & LIGHT DISTRICT!! -- “Dutch Treat Group Dining”**  
*Information on a number of fine Kansas City Power & Light District restaurants is included in your packet. Signup sheets are available on the registration desk to facilitate group dining. Take advantage of this opportunity to experience a fun night in Kansas City and meet some colleagues from across the state.*

**7:30, 8:30, 9:30, 10:30 P.M. – Transportation back to Hotel - Bus leaves from drop off point outside Raglan Road Entrance of Power and Light District**

## Thursday, November 6, 2008

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**7:30 A.M. NEW MEMBER BREAKFAST WITH MEDC OFFICERS**  
*(Reservations Required – Chance for new members to meet with MEDC Executive Committee 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.)*

**7:30 A.M. MEMBERSHIP BREAKFAST**

**8:45 A.M. BUSINESS RETENTION AND EXPANSION -- Why Is It Important?**

Presenter: STEVE SPARKS, Membership Committee Chair and BREI Board Member and  
Director of Business Retention & Expansion & Workforce Development, Baton  
Rouge Area Chamber, Baton Rouge, LA

*State and regional EDO's spend hundreds of thousands of dollars on recruitment efforts chasing only a handful of projects annually. And, although this is important, more and more organizations are realizing that taking care of existing business is important as well. Having an effective retention and expansion program as part of their overall economic development strategy just makes sense. This session explores why retention and expansion efforts are important and offers strategies to integrate it into your economic development activities.*

**9:45 A.M. OPEN SOURCE ECONOMIC DEVELOPMENT: INNOVATIVE AND CONNECTED**

Presenter: ED MORRISON, Center for Regional Development at Purdue University and Economic  
Policy Advisor for the WIRED initiative in North Central Indiana.

*To be successful in economic development today, our profession must adapt quickly to new patterns of thinking and doing. Like the very businesses we are charged to support, we must be flexible, adaptive, and connected. Gain an understanding of why the traditional economic development models don't work and learn more about the new economic development strategies that other states and regions are successfully practicing. The Open Source Economic Development model promotes the development of open innovation systems (“clusters”) to accelerate regional development.*

**11:15 A.M. UNDERSTANDING BOND FINANCING**

Presenter: JIM CALDWELL, Gilmore & Bell

**12:15 P.M. LUNCH AND MEDC ANNUAL BUSINESS MEETING**

**2 P.M. EDUCATION AS AN ECONOMIC DEVELOPMENT PARTNER**

Presenter: JULIE LYMAN, Program Development Coordinator, Professional and Community  
Education, Columbia Area Career Center, Columbia Public Schools

*Education is more than the pursuit of knowledge for the sake of learning. In a global economy, it's about equipping today's and tomorrow's students with the knowledge, skills and attitudes that will provide a return on investment based on increased productivity.*

**3:30 P.M. PANEL DISCUSSION: UNDERSTANDING WHAT “RAIL SERVED” REALLY MEANS IN YOUR REGION**

Moderator: DON RANSOM, Transportation Industry Liaison from MO DED

Panel comprised of economic development representatives from the four major railroads in Missouri.  
*Panelists will discuss why “rail service” doesn't always mean “having a rail line adjacent to your site”.*

- 4:30 P.M. NETWORKING BREAK**
- 5:30 P.M. MEDC COUNSELOR'S RECEPTION** - Opportunity for you to learn more about the MEDC Counselors and the resources they provide.
- 6:30 P.M. BANQUET**
- 7:30-9 P.M. ENTERTAINMENT BY JOHNNY & THE GAS MAN**

## Friday, November 7, 2008

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- 7:30 A.M. BREAKFAST**
- 8:30 A.M. MO DED UPDATE**  
GREG STEINHOFF, Director, MO Department of Economic Development  
SALLIE HEMENWAY, CEcD, Director of Operations, Business and Community Services, MO DED  
*Overview of MO DED activities: Regional Marketing Match Program, Certified Sites Program..*
- 9:15 A.M. MISSOURI PARTNERSHIP UPDATE - 2009 Marketing Schedule & Other Updates**  
Presenter: CHRIS CHUNG, CEO, The Missouri Partnership
- 10 A.M. DEALING WITH THE ECONOMY TODAY -- WHAT IS GOING ON?**  
Presenter: MARK DRABENSTOTT, Director of the RUPRI Center for Regional Competitiveness,  
University of Missouri-Columbia.
- 11:30 A.M. THE NEW LOOK OF LOCATION ONE**  
Presenter: LISA FRANKLIN, CEcD, KCP&L, Kansas City
- 12 Noon DRAWING FOR \$100 ATTENDANCE PRIZE! Must be present to win!**  
**ADJOURN**

## GENERAL INFORMATION

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### —Registration includes

All Sessions, Meals, and Handouts on Wednesday, Thursday and Friday except those marked "Dutch Treat". Registration also includes transportation to the Wednesday activities.

### —Registration **does NOT include hotel lodging.**

You must make your own reservations. See info in this flyer about conference lodging.

### —Cancellation Policy

Refunds will be issued if requests are received by October 27. No refunds will be issued after this date. "No-shows" are still responsible for payment.

### —New Member Orientation Breakfast

Members who have joined MEDC within the last 6-12 months are encouraged to sign up for the "New Member Breakfast" scheduled for Thursday morning. In addition, those who have an interest in learning more about the inner workings of the organization or who have questions of the officers, are encouraged to attend. Reservations are required.

### —Room Temperature

Although it is our goal to provide a comfortable atmosphere during our educational sessions, it is extremely difficult to control the room temperature in all areas of the meeting rooms – we suggest that you bring a jacket or wear layered attire in an effort to be most comfortable.

—**Special Needs**— Should you require special assistance or have special dietary needs for your attendance at the Fall Conference, please advise Pat Amick, CMP - MEDC Executive Director at 573-636-7383.

# 2008 MEDC FALL CONFERENCE -- HOTEL INFORMATION

Adams Pointe Conference Center/Courtyard by Marriott in Blue Springs will be the site for the MEDC Fall Conference located at 1400 NE Coronado Drive, Blue Springs, MO. A special rate of \$79 (single or double) has been arranged for attendees who make room reservations prior to October 21, 2008. Make your reservations today by calling **816-228-8100**. Please reference Missouri Economic Development Council, or MEDC, in order to receive the discounted rate. The special room rate cannot be guaranteed for room reservations made after October 21 SO ACT NOW! Remember check-in is after 3 p.m. Guest check-out is 12 noon. Requests for early arrival or late departure are subject to availability and cannot be guaranteed.

**CONFERENCE QUESTIONS?** Contact: Pat Amick, CMP - MEDC Executive Director - 573-636-7383

*MAKE PLANS TO ATTEND TODAY!*

**MEDC**  
*What A Way To Grow*

"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 (CEd)."



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL



MISSOURI ECONOMIC DEVELOPMENT COUNCIL  
204 E. High St.  
Jefferson City, MO 65101

# 2008 MEDC FALL CONFERENCE REGISTRATION

Yes, register me for the MEDC 2008 Fall Conference...

## PART ONE - REGISTRATION INFORMATION (Please Print)

Name on Badge \_\_\_\_\_ (include CECD if applicable)

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**REGISTRATION:** Includes All Sessions and Meals on Wednesday, Thursday and Friday excluding those marked "Dutch Treat". Registration also includes transportation to the Wednesday KC session and reception but you must sign up below for this transportation.

<u>Quantity</u>	<u>Description</u>	<u>Price</u>	<u>Total</u>
_____	MEMBER Registration (before Oct. 20)	\$225.00	\$ _____
_____	MEMBER Registration (after Oct. 20)	\$245.00	\$ _____
_____	NON-MEMBER Registration (before Oct. 20)	\$245.00	\$ _____
_____	NON-MEMBER Registration (after Oct. 20)	\$265.00	\$ _____

- I will ride the bus on Wednesday to our KC session/reception
- I will drive myself on Wednesday to our KC session/reception
- Don't plan on me for the Wednesday session/reception.

### **EXTRA TICKETS ONLY for SPOUSES/GUESTS:**

Name of Guest: \_\_\_\_\_

_____	Wednesday Transportation and Ticket to KC Session/Reception	\$40.00	\$ _____
_____	Thursday Evening Reception/Banquet/Entertainment	\$48.00	\$ _____

TOTAL TO BE PAID: \$ \_\_\_\_\_

## PART TWO - PAYMENT INFORMATION

Check Enclosed - Payable to MEDC       Check Being Processed

Charge to Credit Card (Circle one: VISA    MASTERCARD    AMERICAN EXPRESS)

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Code \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

## PART THREE - MISCELLANEOUS

- C No-shows are responsible for payment of registration. No refunds after October 27, 2008.
- C Hotel reservations must be made by October 21, 2008 to honor the MEDC room block rate.
- C Dress for Conference is Business Casual.

## PART FOUR - NEW MEMBER BREAKFAST – Thursday, November 6, 2008

\_\_\_\_\_ Please make a reservation for me to attend the New Member Breakfast on November 6.

**RETURN FORM TO MEDC**

**FAX TO 573-636-5783**

**J MAIL TO: MEDC, 204 E. High, Jefferson City, MO 65101-3287**