



Missouri Economic Development Council

# 2019 ANNUAL CONFERENCE

## *Reaching the Next Level of Economic Development*

June 11-13, 2019

Camden on the Lake Resort, Spa and Yacht Club  
2359 Bittersweet Road  
Lake Ozark

# 2019 MEDC Annual Conference

*Reaching the Next Level of Economic Development*

## Conference Schedule:

**Tuesday, June 11, 2019**

12 Noon	<b>REGISTRATION BEGINS</b>
1:30 p.m.	<b>WELCOME AND BRIEF OPENING REMARKS</b> TIM ARBEITER, CEcD, MEDC President
1:45 p.m.	<b>WELCOME TO LAKE OZARK</b> TIM JACOBSEN, Executive Director, Lake of the Ozarks Convention & Visitor Bureau
2:00 p.m.	<b>UPDATE FROM THE HAWTHORN FOUNDATION</b> <b>Presenter:</b> STEVE OSLICA, Executive Director, Hawthorn Foundation
2:15 p.m.	<b>MEDC LEGISLATIVE UPDATE -</b> Join Brian Grace, Brian Gerau, and Shawna Searcy of the Public Policy Committee as they report on the 2019 legislative accomplishments in Jefferson City and how the outcomes will affect Missouri's path forward. <b>Presenters:</b> BRIAN GRACE, MEDC Legislative Consultant, BRIAN GERAU, Jackson Chamber of Commerce, and SHAWNA SEARCY, Kearney Area Development Council
2:45 p.m.	<b><i>NETWORKING and COMMUNICATIONS BREAK</i></b>
3:00 p.m.	<b>HOW TO BECOME AN ACCREDITED ECONOMIC DEVELOPMENT ORGANIZATION -</b> <b>Presenter:</b> SKIP SMALLWOOD, Immediate Past Chair, AEDO Advisory Committee
3:45 p.m.	<b>MISSOURI PARTNERSHIP UPDATE</b> <b>Presenter:</b> SUBASH ALIAS, CEO, Missouri Partnership
4:15 p.m.	<b>MISSOURI DEPARTMENT OF ECONOMIC DEVELOPMENT UPDATE</b> <b>Presenter:</b> ROB DIXON, Director, Missouri Department of Economic Development
5:00 p.m.	<b>WRAP-UP AND REMINDERS</b>
6:00 p.m.	<b>BBQ BY THE POOL -</b> Dinner will be available on the Outside Deck
7:00 p.m.	<b>EVENING BOAT CRUISE</b> Board the CELEBRATION at the Camden on the Lake dock. The cruise will last from approximately 7:15pm to 8:45pm.

## Wednesday, June 12, 2019

7:30 a.m.	<b>BREAKFAST BUFFET</b>
8:00 a.m.	<b>DISTRICT CAUCUS MEETINGS</b> - Members will meet to discuss District news and select MEDC District Directors for the 2019 – 2020 year.
8:30 a.m.	<b>MEDC ANNUAL MEETING</b> MEDC Membership Meeting with Committee reports and election of officers. Also, there will be a special recap of the Insight Missouri event.
9:45 a.m.	<b><i>NETWORKING and COMMUNICATIONS BREAK</i></b>
10:00 a.m.	<p><b>STRENGTHS-BASED LEADERSHIP</b> Come discover your strengths and learn about the top 5 talent foundations of strengths-based development. Participants will explore the definition of their talents, ways to develop strengths, and how their Top 5 talents contribute to an organizational culture. <b>Presenter:</b> CAITLIN M. KISSEE, Propel People Development LLC</p> <p><i>(When you register, please indicate if you will be attending this session. The cost of the session and assessment is included with your event registration but we must know ahead of time who will be participating. You will be sent a link prior to the conference date to take the assessment by May 20. If you have taken the Strengths Finder 2.0 assessment within the last 5 years, you can just provide us with your top 5 strengths for us to submit for you. The results of this assessment will be a focus of the Strengths-Based Learning Session. We hope you will participate in this important and valuable session.)</i></p>
12:30 p.m.	<b>MEDC AWARDS LUNCHEON</b>
2:00 p.m.	<p><b>HOW TO BUILD A BETTER BRAND</b> During this session, attendees will hear about the fundamentals of an effective branding strategy. Learn from the pros on how to apply these central ideas to strengthen any branding effort, large or small. <b>Moderator:</b> SHAWNA SEARCY, Kearney Area Development Council <b>Panelists:</b> JASON HALL, Co-Founder &amp; CEO, Arch to Park and KIMBERLY YOUNG, KC Animal Health Corridor</p>
2:45 p.m.	<b><i>NETWORKING and COMMUNICATIONS BREAK</i></b>
3:00 p.m.	<p><b>WITHOUT A VISION, OPPORTUNITIES PERISH</b> Every EDO needs a plan to move forward but, what does that entail? Attend this session to find out. <b>Presenter:</b> SHARON GULICK, University of MO Extension</p>
4:00 p.m.	<p><b>SECOND CHANCE HIRING COULD SOLVE YOUR WORKFORCE PROBLEM</b> Every community endeavors to develop workforce talent. Now, the Missouri Department of Corrections has plan to help, attendees will hear of an opportunity to learn more about hiring those who are re-entering society and the labor pool. <b>Presenter:</b> Shelle Jacobs, MO Department of Corrections</p>
5:00 p.m.	<b>WRAP-UP AND REMINDERS</b>

5:00 p.m. - 8:00 p.m.	<b>DINNER ON YOUR OWN</b>
8:00 p.m. – 10:00 p.m.	<b>FUN &amp; GAMES AFTER PARTY – Lakeside Room</b> Come back to the hotel after dinner to relax with colleagues for a little friendly competition. We'll have corn hole, washers, card, and board game, The Tiki Bar will be open.

## Thursday, June 13, 2019

7:30 a.m.	<b>BREAKFAST</b>
8:30 a.m.	<b>SMALL TOWN, BIG SUCCESS</b> During this session, attendees will hear about how a small rural town successfully became a thriving model for economic development. Going from a shoe factory town to one of worldwide connections, resulting in far more jobs than people. <b>Presenters:</b> SCOTT SATTLER, EDFP, Executive Director, Perry County EDA BRENT BUERCK, City Administrator, City of Perryville
9:30 a.m.	<b>OPERATION NEVER GIVE UP: TRY, TRY AGAIN.</b> Learn how Jessica and Matt thought outside the RFP process to close the deal on Nucor in Sedalia and Quaker Windows in Eldon. <b>Moderator:</b> MARK STOMBAUGH, CECD, EDFP, MO Department of Economic Development <b>Panelists:</b> JESSICA CRAIG, Executive Director, Economic Development Sedalia - Pettis County MATT DAVIS, Superintendent, Eldon Public Schools
10:30 a.m.	<b>WHAT ARE THE MOST IMPORTANT ASPECTS OF COMPLETING AN RFI?</b> <b>Presenter:</b> KYLEE GARRETSON, Business Recruitment Manager, Missouri Partnership
NOON	<b>WRAP-UP AND CLOSING REMARKS</b> Drawing for the \$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 \$129.00 (Deluxe King Suites or Deluxe Double Suites) or \$149.00 (One Bedroom Suites). Please identify that you are calling to reserve a room in the MEDC block – MEDC0619. This room block will be released on May 13, 2019. Pricing cannot be guaranteed after that date. Rooms in our block are subject to availability and the hotel typically sells out for our event.

Online Hotel Reservations: Visit the [www.camdenonthelake.com](http://www.camdenonthelake.com) website – go to Group Booking Login – your ID and password are MEDC0619.

## **SPECIAL INFORMATION:**

No-shows are responsible for payment of registration.  
No refunds after June 5, 2019.  
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  
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. Table top exhibits will be placed inside our meeting room giving great visibility for the booths. Exhibitors are cautioned that the table top booths will not be accessible during general sessions. Contact Pat Amick at the MEDC office if interested – 573-636-7383.

## **FUNDRAISER AUCTION:**

The MEDC Fundraiser Auction to benefit the scholarship fund will be held during the Fall Conference in St. Louis. We encourage you to gather items and watch for more information.

## **EVENT CERTIFICATIONS:**



"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 (CEdD)."



**Make Plans to Attend...**

**Governor's Conference on  
Economic Development  
September 4-6, 2019**

**Saint Charles Convention Center in  
Saint Charles, Missouri**