



Missouri Economic Development Council

## 2017 MEDC FALL CONFERENCE

*MISSOURI'S ON THE MOVE!*

October 18-20, 2017



1111 E. Broadway, Columbia, MO 65201

### SCHEDULE

Wednesday, October 18

12 Noon	<b>REGISTRATION</b>
1:00 P.M.	<b>WELCOME AND BRIEF OPENING REMARKS</b> – Jessica Craig, MEDC President
	<b>WELCOME TO COLUMBIA</b>
1:15 – 2:15 p.m.	<b>THE NEXT GENERATION OF LOIS</b> Don't miss this opportunity to explore the new and responsive design, data-rich analytics and seamless user website integration all packaged with a new administrator interface - Using LOIS just got better – and easier. <b>Presenter: Lisa Franklin, Manager Economic Development/LOIS Team, KCP&amp;L</b>
2:15 – 2:45 p.m.	<b>HAWTHORN FOUNDATION UPDATE</b> <b>Presenter: Steve Oslica, Executive Director</b>
2:45 – 3:00 p.m.	<b>NETWORKING BREAK</b>
3:00 – 3:45 p.m.	<b>DON'T GET ELIMINATED...AND 9 OTHER DON'TS TO BEING A SUCCESSFUL ECONOMIC DEVELOPER</b> 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 on ten things economic development professionals should not do to achieve real success. <b>Presenter: Patrick McKeehan, Director of Economic Development, City of O'Fallon</b>

**Wednesday, October 18, 2017 (CONTINUED)**

3:45 – 4:15 p.m.	<b>MISSOURI COMMUNITY COLLEGE ASSOCIATION – UPDATE</b> <b>Presenter: Brian Millner, President of the Missouri Community College Association</b>
5:00 p.m.	<b>RECEPTION – The Roof – Broadway Hotel</b>
6:00 p.m.	<b>“DUTCH TREAT” GROUP DINING – Watch for more details...</b>

**Thursday, October 19, 2017**

7:30 a.m.	<b>MEMBER BREAKFAST AND NEW MEMBER BREAKFAST WITH MEDC OFFICERS</b>
8:30 – 9:15 a.m.	<b>MISSOURI PARTNERSHIP UPDATE</b> Join Steve Johnson, Missouri Partnership CEO, as he reports on Missouri Partnership and the course forward, and Mark Sutherland, VP of Market Strategies, as he gives a high level overview of Missouri Partnership's marketing strategy and tactics, plus announces the 2018 Cooperative Marketing opportunities. <b>Presenters:</b> <b>Steve Johnson, CEO</b> <b>Mark Sutherland, Vice President of Market Strategies</b>
9:15 – 10:00 a.m.	<b>UNIVERSITY OF MISSOURI – A PLAN FOR RENEWED EXCELLENCE</b> Missouri's economic health requires a strong University of Missouri leading the way in student success, diversity, equity and inclusion as well as, research growth in emerging areas. MU leadership has been tasked with balancing the need for greater investment in these transformational opportunities for MU's future in an environment of significant budget reductions. Learn more about how the University of Missouri is implementing excellence in challenging times. <b>Presenter: Dr. Alexander N. Cartwright, Chancellor, University of Missouri</b>
10:00 – 10:15 a.m.	<b>CATCH UP ON COMMUNICATIONS BREAK</b>
10:15 – 11:15 a.m.	<b>INNOVATIVE USES FOR ECONOMIC DEVELOPMENT SALES TAXES AND ITS SUSTAINABILITY</b> This session will NOT cover how to get a sales tax passed, but will give ideas on innovative ways the economic development sales tax has been used by other communities and how they have been sustained over time. <b>Moderator: Carolyn Chrisman, EDFP, Executive Director--Kirksville Regional Economic Development, Inc (K-REDI)</b> <b>Panelists:</b> <b>Monica Bailey, Executive Director, Atchison County Development Corporation</b> <b>David Cox, Economic Developer, City of Hazelwood</b> <b>Mari Macomber, City Manager, City of Kirksville</b> <b>Brad Lau, Vice President of Economic Development, St. Joseph</b>

**Thursday, October 19, 2017 (CONTINUED)**

11:15 a.m. – Noon	<p><b>WHAT IS YOUR PROFESSIONAL DEVELOPMENT PLAN?</b> Every economic developer today needs a plan for professional and personal development. The landscape of our profession is ever evolving and in need of well trained, educated and visionary professionals. Your development plan can challenge you to be the most effective and better equip you to be even better leaders for your communities. Join a great panel of fellow economic developers who made a plan and attained one of several different certifications offered in our profession and leave with practical tips to keep advancing your skills</p> <p><b>Moderator: Tim Arbeiter, CECD, President, Lee’s Summit Chamber of Commerce</b></p> <p><b>Panelists:</b> <b>Becky Cleveland, PCED, Executive Director, Brookfield IDA</b> <b>Scott Sattler, EDFP, Executive Director, Perry County EDA</b> <b>Ryan Mooney, CECD, Senior Vice President - Economic Development, Springfield Area Chamber of Commerce</b></p>
12 Noon	<p><b>LUNCH AND MEDC MEMBERSHIP MEETING</b></p>
1:30 – 2:15 p.m.	<p><b>WHY REGISTERED APPRENTICESHIP IS GOOD FOR BUSINESS</b> A brief history of the USDOL Registered Apprenticeship (RA) model and its core components; a summary of the benefits registered apprenticeship programs provide to employers and apprentice-employees; and, a synopsis of the streamlined and flexible processes used to help businesses and organizations develop apprenticeship programs through the U.S. Dept. of Labor’s Office of Apprenticeship.</p> <p><b>Moderator: Scott Sattler, Executive Director, Perry County EDA</b></p> <p><b>Panelists:</b> <b>Wade Johnson, Apprenticeship Training Consultant, US DOL – Office of Apprenticeship</b> <b>Stephanie Schmitt, Apprenticeship Training Representative, US DOL – Office of Apprenticeship</b> <b>Jami Jones, MBA, SPHR, SHRM-SCP, QuesTec Mechanical</b></p>
2:15 – 2:30 p.m.	<p><b>NETWORKING BREAK</b></p>
2:30 – 3:30 p.m.	<p><b>GO CAPS – CAPS is a nationally recognized high school programming model creating Centers for Advanced Professional Studies (CAPS)</b> Hear a highlight of the launching and growth of the Greater Ozarks (GO) CAPS Program across a consortium of 20 area school districts. The program provides a unique yearlong learning experience that allows juniors and seniors to test drive future career options. Learn more about how this region has utilized this program to engage both their business community and their talent pipeline directly.</p> <p><b>Presenter: Lindsay Haymes – Executive Director GO CAPS, VP Workforce Development Springfield Area Chamber of Commerce</b></p>
3:30 – 4:00 p.m.	<p><b>MEDC LEGISLATIVE UPDATE &amp; PROPOSED 2018 LEGISLATIVE AGENDA</b> <b>Presenters: Brian Grace, MEDC Legislative Consultant</b> <b>Shawna Searcy &amp; Shad Burner, MEDC Public Policy Committee Co-Chairs</b></p>
5:00 p.m.	<p><b>RECEPTION – The Roof – Broadway Hotel</b></p>
6:00 p.m.	<p><b>DINNER &amp; EVENING ON YOUR OWN</b></p>

## Friday, October 20, 2017

7:00 - 8:30 a.m.	<b>EXTENDED BREAKFAST AND CHECKOUT OPPORTUNITY</b> This might be a good time to check out and network over Breakfast before the session starts at 8:30 a.m. The Broadway Hotel checkout is 11 a.m.
8:30 – 9:30 a.m.	<b>RURAL MISSOURI: BELIEFS AND REALITY</b> In early 2017, the Missouri Rural Development Partners, in partnership with University of Missouri and DED’s Office of Rural Development conducted a statewide survey of rural leaders and citizens on the most pressing issues facing their communities. During this interactive session the presenter will provide an overview of the survey responses, provide demographic and economic data that supports findings from the survey and will also suggest areas of opportunity to support rural Missouri. <b>Presenters:</b> <b>Sharon Gulick, Director, ExCEED</b> <b>Pat Curry, Project Manager, ExCEED, University of Missouri Extension</b>
9:30 – 10:30 a.m.	<b>AN ECONOMIC DEVELOPMENT FINANCING TOOL FOR BUSINESSES MAKING ENERGY EFFICIENCY IMPROVEMENTS</b> Learn how to foster economic development through open-market financing for energy efficiency, water conservation and renewable energy projects. <b>Moderator:</b> <b>Libbey Tucker, Assistant City Administrator, City of Chesterfield</b> <b>Panelists:</b> <b>Jan Schumacher, Program Manager, Show Me PACE</b> <b>Anne Hill, President, RAHill Capital</b> <b>Pat Nasi, Principal, Development Dynamics</b>
10:30 – 11:30 a.m.	<b>PREPARED COMMUNITIES WIN ...</b> Missouri Partnership highlights best practices from around the state and throughout the country. We’ll explore how to shine with an RFI response, how to stand out during a site visit, and stories of going the extra mile. <b>Moderator: Steve Johnson, CEO, Missouri Partnership</b> <b>Panelists: Missouri Partnership Team</b>
11:30 a.m.	<b>DRAWING FOR \$100 ATTENDANCE PRIZE (must be present to win)</b> <b>ADJOURNMENT</b>