

# AGENDA

Wednesday, May 2, 2018 | Embassy Suites Downtown



**7:00 AM Registration** (Outside Ballroom)  
**Breakfast** (Ballroom)

**7:30 AM Exhibits Open** (Atrium)

**8:00 AM Welcome & General Session** (Ballroom)

**“Open & Welcome”**

- **IUA Chairman: Tracy Peterson**, vice president – Iowa operations, Black Hills Energy

**“Economic Development in Iowa Update”**

- **Debi Durham**, director, Iowa Economic Development Authority

**“Special Message from the Governor and Lieutenant Governor”**

- Iowa Governor **Kim Reynolds**
- Iowa Lieutenant Governor **Adam Gregg**

**Business Retention & Expansion (BRE) Awards Presentation**

- Presented by **Carla Eysink**, president, Professional Developers of Iowa and honored by Governor **Kim Reynolds**

**Morning Keynote: Economic Forecast, Emerging Risks and Survival Strategies**

- **John Manzella**, author, speaker and founder of the ManzellaReport.com, a premier source for global business and economic news analysis, and Manzella Trade Communications, Inc., a public affairs, publishing and consulting firm with a focus on global business and today’s leading economic issues.

**10:00 AM Break / Networking / Exhibits** (Atrium)

**10:15 AM Breakout Workshops -- Block #1**

**Workshop 1 | The War Against Economic Development** (Salons F & G)

- **Christopher Lloyd, Sr.** VP and director-infrastructure and economic development, McGuireWoods Consulting, LLC

Moderated by Troy Weary, area manager-local government and community affairs, ITC Midwest

This session will provide insights regarding the perceptions against economic development and how the profession needs to take advantage of silent support that exists for job creation and economic vitality to win this battle.

**Workshop 2 | Understanding and Leveraging Rail Access to Benefit Your Community** (Platte Room)

- **Jacob Thomas**, director economic development, Union Pacific
- **Dan Sabin**, president, Iowa Northern Railway
- **Matt Brooks**, city manager, City of Clinton
- **Stuart Anderson**, director – planning, programming and modal division, Iowa Department of Transportation

Moderated by Rick Peterson, manager – business development, Iowa Economic Development Authority

Representatives from various rail transportation organizations will share information on rail class types and terminology, the differences between a near-rail and a rail-served site, how to effectively market your site locations in relation to rail transportation and the process of turning a site into a rail-served site.

### **Workshop 3 | Business Viewpoint – A Collaborative Approach to Business Retention and Expansion** (Potomac Room)

- Dan McDonald, Greater Dubuque Development Corporation
- Jeff Theis, CEO, Pro Pulse
- Wayne Johnson, regional merchandising manager, Ag Processing, Inc.,
- Sam Wagner, business and community development manager, MidAmerican Energy Sioux City

Moderated by Rachel Bailey, prospect sales analyst, Iowa Economic Development Authority

Hear what companies take away from existing business call programs and how a collaborative approach to business retention and expansion benefits everyone.

### **Workshop 4 | Local Government Financial Incentives for Private Development** (Scott's Landing)

- **Bob Josten**, partner, Dorsey & Whitney, LLP

Moderated by Scott Drzycimski, director-customer, community and economic development, Alliant Energy

One of Iowa's foremost authorities on local government and economic development financing is Robert Josten, a founding partner of the Des Moines office of the Dorsey & Whitney law firm. For more than 36 years, Bob has specialized in municipal law and finance, with a particular emphasis on tax increment financing and economic development. Each year at the Iowa SMART Conference, Bob presents the latest developments in economic development financing and encourages participants to bring their questions to his workshop.

### **Workshop 5 | Understanding Quality of Life in Small Towns** (Salon H)

- Dr. David Peters, Iowa State University

Moderated by Mike Fastenau, economic development manager, Black Hills Energy

What makes a community an attractive place to live? This session explores that question in Iowa small towns. We will discuss current perceptions and trends in quality of life; and also how demographics, local economics and civic engagement either helps or hinders quality of life in small towns.

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## **11:45 AM Conference Luncheon** (Ballroom)

### **Emcee**

- **Courtney Maxwell Greene**, marketing and communications director, Alzheimer's Association of Greater Iowa

### **“SBA 2018 Iowa Small Business Person of the Year Award” Presentation**

### **“SBA 2018 Iowa Small Business Community of the Year Award” Presentation**

Awards presented by Jayne Armstrong, District Director, Iowa District Office, U.S. Small Business Administration

### **Luncheon Keynote | Leading Change in the New Economy**

- **Mary Kelly**, is an internationally known economist and leadership expert specializing in the fields of leadership, productivity, communication and business profit growth. As a consultant, she provides creative and insightful problem-solving tools that enable her to transform corporate cultures and structures. She has authored 10 books and is also quoted in hundreds of periodicals including *Money Magazine*, *Entrepreneur*, the *Wall Street Journal* and dozens of business journals.

## **1:15 PM Break / Networking / Exhibits** (Atrium)

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## **1:30 PM Breakout Workshops -- Block #2**

### **Workshop 1 | Site Selector Discussion Session** (Salons F & G)

- **Christopher Lloyd, Sr. VP and director-infrastructure and economic development, McGuireWoods Consulting, LLC**

Moderated by Mike Fastenau, economic development manager, Black Hills Energy

Informal session to share and learn what is happening in the spheres of economic development and site selection across the country, region and industries.

## Workshop 2 | Blending Education and Workforce [\(Scott's Landing\)](#)

- **Teri Vos**, community relations and outreach manager, Vermeer Corporation
- **Kelli Diemer**, ACTE business education division vice president, Iowa Department of Education
- **Michelle Hill**, Aspiring Professional Experience (APEX) director, Waukee Community School District
- **David Barajas**, CEO, Regional Partnership Marshalltown

Moderated by Carrie Rankin, managing director, Iowa Governor's STEM Advisory Council

An expert panel of professionals will be facilitating a discussion on blending future workforce and education. The focus will provide insight on how public-private partnerships have been used successfully in communities across the state of Iowa.

## Workshop 3 | IEDA Program Updates [\(Platte Room\)](#)

- **Gail Kotval**, innovation team leader, Iowa Economic Development Authority
- **Brian Selinger**, team leader, Iowa Energy Office, Iowa Economic Development Authority
- **Jill Lippincott**, program manager, Iowa Economic Development Authority

Moderated by Jacque Matsen, marketing and communications director, Iowa Economic Development Authority

Staff from the Iowa Economic Development Authority (IEDA) will provide updates to three major IEDA initiatives: the Innovation platform activities, Iowa Energy Plan and Targeted Small Business program. Learn how to use these programs and the information provided to benefit your community.

## Workshop 4 | Supporting and Growing Iowa's Entrepreneurial Ecosystem [\(Salon H\)](#)

- **Curt Nelson**, president and CEO, Entrepreneurial Development Center
- **Kiley Miller**, president and CEO, Iowa Lakes Corridor Development Corporation

Moderated by Scott Drzycimski, director-customer, community and economic development, Alliant Energy

Small business and entrepreneurial growth is critical to the future health of both small communities and larger cities here in Iowa. Curt Nelson will share the work the Entrepreneurial Development Center is doing to help start-up businesses thrive across the state. Kiley Miller will introduce you to a successful model the Iowa Lakes Corridor Development team is using to encourage entrepreneurs in growing their business in northwest Iowa.

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## 2:30 PM Break / Networking / Exhibits [\(Atrium\)](#)

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## 2:45 PM Breakout Workshops -- Block #3

### Workshop 1 | Smart Growth vs. Smart Shrink [\(Salon H\)](#)

- Dr. David Peters, Iowa State University

Moderated by Scott Drzycimski, director-customer, community and economic development, Alliant Energy

How do small towns successfully manage population change? It is difficult to maintain positive perceptions about community services and facilities when the local population either booms or goes bust. In this session we will discuss how bridging social ties, linkages to local and state organizations, and citizen participation all help promote "smartness".

### Workshop 2 | The Opportunities and Challenges of Growing a Business in Areas of Declining Population [\(Platte Room\)](#)

- **Nick Graham**, Iowa Grocer

Moderated by Mike Fastenau, economic development manager, Black Hills Energy

This session will share the challenges and opportunities of operating rural grocery stores in areas of declining population and income area. He will provide insights on what he looks for in communities and areas when acquiring or establishing new stores.

### **Workshop 3 | Local Government Financial Incentives for Private Development** (Scott's Landing)

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Moderated by

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### **Workshop 4 | Iowa's "New" and Unique Laborshed Study Program** (Salon F & G)

- **Ryan Murphy**, bureau chief-labor market information division, Iowa Workforce Development
- **Katie Lippold**, team lead-laborshed study project, Iowa Workforce Development

Moderated by Beth Balzer, business development team lead, Iowa Economic Development Authority

Iowa's Laborshed Study program has been a model for reporting labor availability and documenting the size and characteristics of local labor markets since 1988. This workshop will cover why Iowa's laborshed studies are unique and incomparable. Speakers will also discuss how Iowa Workforce Development and the IEDA will be changing how this labor market information study is funded, data is collected and information delivered to customers.

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**3:45 PM Adjourn**