

WOMEN IN ECONOMIC DEVELOPMENT FORUM

The Sofitel Water Tower Hotel, Chicago, Illinois
October 26–28, 2014

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SUNDAY, OCTOBER 26TH

5:00 pm Registration Opens

6:00 pm Speaker & Sponsor Reception

7:00 – 8:30 pm Welcome Networking Reception and Dinner
Paris Ballroom

Reception
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DAY ONE - MONDAY, OCTOBER 27TH

7:30 am Networking Breakfast

Paris Ballroom Foyer

8:30 am Welcome and Introduction to the Forum

Paris Ballroom

Dennis Shea, President and Publisher,
Area Development Magazine,
Managing Director, FastFacility & FastGIS

**8:45 am Site Selection Trends, Predictions,
and Future Projections**

Global business drivers continue to change the landscape of site selection. In this session, we take a look at what is happening in the world of corporate location. Which industries are growing and where are they heading? Our panel of leading consultants addresses these questions and discusses the implications for EDAs when competing for investment.

Moderator: Kathy Mussio, Managing Partner,
Atlas Insight, LLC

Panel: Christine Bustamante, Principal, KPMG;
Erica Bubes, Senior Consultant, Cushman & Wakefield;
Rebecca Truelove, Business Incentives Partner, E&Y;
Jennifer Carroll, Manager, True Partners Consulting

9:30 am The Art of Incentives

As a driving force in the site selection process, state and local incentives continue to be in the top ranked site selection factors in the most recent *Area Development* Corporate Survey. In this session, the panel discusses the consideration of incentives and the crucial dynamics in the facilities planning process, including:

- Types of incentives considered most important when making a location decision
- New ideas for creative incentive approaches
- What is a competitive environment – domestically and globally?
- Which elements of location-based economic development incentives are facilitating investment?
- What type of support do companies need to realize the incentives awarded?

Moderator: Rebecca Truelove, Business Incentives Partner, E&Y

Panel: Ann Marie Woessner-Collins, Managing Director, Business and Economic Incentives, JLL; **Minah Hall**, Managing Director, True Partners Consulting; **Deborah Boucher**, Vice President, Principal, Cassidy Turley

10:15 am Networking Refreshment Break

Paris Ballroom

10:45 am Social Media Marketing: Best Practices for EDOs

Social media is an effective tool for EDOs to reinforce their brands, share news, and promote their communities. In this session, we'll talk about the benefits of creating a social media plan as an integral part of an EDO's overall internal and external marketing plans. We'll also look at best practices in its use for talent attraction, brand awareness, and site selection.

Speaker: Ann Collett, Senior Consultant, Avalanche Consulting

11:30 am Making The Cut:

Does your Website Have What It Takes?

One of the most important tools that economic developers have is their website — 24 hours a day, 7 days a week, potential site consultants are able to look at your website and decide whether or not your community has what it's looking for. So how do you avoid losing a prospect before you're even aware that opportunity was knocking at your door? The key lies in knowing what critical details site selectors are looking for when they visit your website.

In this session we examine the process from the site selector's point of view and discuss best practices for website content and organization, including:

- An interactive case study using a hypothetical site selection analysis
- A method of analysis for comparing a range of site selection options
- Identifying strategies to best position your community online

Speakers: Minah Hall, Managing Director, True Partners Consulting; **Jennifer Carroll**, Manager, True Partners Consulting

12:15 pm Networking Luncheon

1:30 pm RFI Response Development

With shorter deadlines becoming the norm, the turnaround time for the entire business development process is shrinking, and the RFI process is no exception. Businesses looking to locate or expand need accurate, up-to-date, credible information — and they need it fast! In this session we look at what happens when you're faced with a 20-page RFI that has 180 questions, requires 20 pieces of supporting documentation, and a three-day turnaround.

Moderator: Christine Bustamante, Principal, KPMG

Panel: Minah Hall Managing Director, True Partners Consulting; **Kathy Mussio**, Managing Partner, Atlas Insight; **Erica Bubes**, Senior Consultant, Cushman & Wakefield

2:30 pm Building EDO Leadership

This session focuses on some of the practical strategies for building leadership. We start by taking a look at the characteristics all good leaders share. Afterwards we discuss the tools and techniques required to inspire individuals and their organizations to see new leadership possibilities within themselves and their communities.

We will specifically examine:

- Leadership vs. management — the differences and the skill sets in each
- De-railers for EDO leaders — what undermines your success?
- Winning hearts and minds — leading, influencing, and persuading

Speaker: Allyson Stewart-Allen, CEO,
International Marketing Partners

4:00 pm Networking Refreshment Break

Paris Ballroom Foyer

4:30 pm Consultants Roundtable Breakout Group I

The breakouts feature small roundtable sessions where each consultant sits with a group of 8 to 10 attendees. This is an opportunity to sit with your consultant of choice for a lively roundtable discussion.

5:15 pm End of Day One

6:00 – 8:00 pm Networking Reception

John Hancock Building

Delegates and guests are invited to enjoy the hospitality and the breathtaking views at The Signature Room on the 95th Floor of the famed building.

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DAY TWO - TUESDAY, OCTOBER 28TH

7:30 am Networking Breakfast

Paris Ballroom Foyer

8:30 am Welcome to Day Two

Paris Ballroom

Dennis Shea, President and Publisher,
Area Development Magazine,
Managing Director, FastFacility & FastGIS

8:40 am What It Takes to Land Today's Best Projects: Lessons from Industry Leaders

In today's competitive marketplace, understanding the location and expansion decision-making process and knowing what critical factors are important to those making the decisions can significantly increase your community's chances of success. Our experts examine and discuss these crucial dynamics.

Moderator: Ann Marie Woessner-Collins,
Managing Director, Business and Economic Incentives, JLL

Panel: Beth Choulas, Vice President, Real Estate Portfolio Strategy and Planning, Fidelity Investments,
Stacy Hofinger, Vice President, Corporate Solutions, JLL;
Patricia Crumley, Director of Real Estate, MillerCoors, LLC

9:30 am Know Your Broker: Economic Development Through Relationship Leveraging

The role of the commercial real estate broker has become increasingly critical to the site selection process in recent years. Knowing how real estate markets and the brokerage process works can help you better understand how to leverage your relationships with commercial real estate brokers to drive more economic growth to your community. In this session we discuss how EDOs can work to foster successful relationships with local brokers to maximize economic opportunities.

Speaker: Deborah Boucher, Vice President, Principal, Cassidy Turley

10:15 am Networking Refreshment Break

Paris Ballroom Foyer

10:40 am The Ladder: What Is Required to Move Up in Economic Development?

What does it take to rise through the ranks of a successful organization, particularly in an industry that is traditionally male-dominated? Senior female economic developers will discuss their experiences and challenges, and give advice on how to make that final leap through the glass ceiling to the top.

Moderator: Christine Bustamante, Principal, KPMG

Panel: Johnna Reeder, President & CEO, REDI Cincinnati;

Lynda Weatherman, President & CEO, EDC of Florida's Space Coast;

Mindy Kenworthy, President & CEO, Energize-ECL, Inc.

11:20 am Ask Anything: Q&A

This session is your opportunity to ask those best practices and economic development questions that are troubling you the most. In this interactive session, find out how your fellow delegates are handling the most pressing issues of the day. This is your chance to share issues and pose questions to the renowned group of consultants and economic developers in the room.

Speakers: All Consultants will join for a lively discussion

12:00 pm Closing Comments

12:15 pm Consultants Roundtable Breakout Group 2

The breakouts feature small roundtable sessions, where each consultant sits with a group of 8 to 10 attendees. This is an opportunity to sit with your consultant of choice for a lively roundtable discussion.

1:00 pm Getaway Networking Luncheon

Paris Ballroom Foyer

**Thank you for attending The Women's Forum.
Safe travels home and see you in Fort Lauderdale
this December.**

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