



**Mid-America Economic
Development Council**

*2009 Mid-America
Competitiveness Conference*

*December 6-8, 2009
Intercontinental Hotel - Chicago, IL*



Register today at www.maedc.net!

On behalf of MAEDC, we cordially invite you to join us for the 2009 Mid-America Competitiveness Conference. In keeping with the tradition of this conference, we strive to educate you on topics important to today's Economic Developers. Topics such as renewable energy, bioscience, site location trends, and new state incentive programs are just some of the topics we look forward to covering for this year's conference.

And as in years past, we continue to bring you our highly-acclaimed site selection panel and roundtable discussions with 11 prominent site selectors from all over the mid-west!

Our advanced pre-conference seminar will feature the President from the American Council on Renewable Energy (ACORE), who will address the renewable energy market and its future impact on the mid-west. Included in this seminar will be location factors specific to the wind, solar and biomass industries. We encourage you to add this seminar to your conference schedule.

New to the conference this year is a Corporate Real Estate Panel that we are certain you will find valuable - we have secured executives from top corporations to provide us tips on what they look for in the real estate selection process.

As always, the Competitiveness Conference provides wonderful opportunities to network with other economic development professionals. We hope you make this conference a can't-miss event on your calendar. We look forward to seeing you all in December.

Brian Vasa & Teresa Nortillo
Mid-America Competitiveness Conference Co-Chairs



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

*The Power of
Knowledge and Leadership*

**This event is recognized by the
International Economic Development Council (IEDC)
as a professional development event that counts toward
recertification of certified economic developers (CEcD).**

Schedule of Events

Sunday, December 6th

Noon to 5:00 p.m. Conference Registration

Located in the Renaissance Foyer, 5th Floor, of the Intercontinental Hotel – unless indicated otherwise, all sessions are held on the 5th floor level.

1:00 to 2:30 p.m. The Renewable Energy Market and Its Effect on the Future of Economic Development in the Mid-west.

Presenter: Michael T. Eckhart, President, American Council on Renewable Energy

Location: Renaissance Ballroom

Mr. Eckhart will discuss the mid-west's future in renewable energy. The wind, solar, and biomass industries will be analyzed based on their future economic impact to states in the mid-west. Mr. Eckhart will look at how to capitalize on these growing industries specifically, the manufacturing sector. Current and future Federal and State energy policy initiatives that are promoting renewable energy growth will also be addressed.

2:45 to 4:00 p.m. Site Selection Trends of Today's Thriving Industries

Presenter: Deane Foote, CECD; President, Foote Consulting Group, LLC

Location: Renaissance Ballroom

This session will cover a number of timely topics for economic developers, including: Understanding location/expansion trends; the HOT growth sectors of today-including renewable energy, data centers, creative media, software development, healthcare/medical devices, biotech/life sciences, and warehouse distribution; understanding site selection criteria for both solar and wind power projects; and the importance of doing proper due diligence.

5:00 to 6:30 p.m. Competitiveness Conference Opening Reception

Location: Camelot Room – 3rd Floor level

Bring your business card for your chance to win Chicago cash!

Thank you to our Opening Reception sponsors!



www.bdconstruction.com



www.hcedp.org

Monday, December 7th

- 7:00 to 5:30 p.m.** **Conference Registration**
Located in the Renaissance Foyer of the Intercontinental Hotel
- 7:00 to 8:00 a.m.** **Continental Breakfast**
Location: Toledo Room
- 8:00 to 8:15 a.m.** **Competitiveness Conference Welcome & Opening Comments**
Presenters: Pat Langan, 2009 MAEDC President & Ed Sitar, Chairman, Illinois Development Council
Location: Renaissance Ballroom
- 8:15 to 9:15 a.m.** **Winning the War for Talent: Lessons from Kalamazoo**
Presenter: Ronald Kitchens, CEO, Southwest Michigan First
Location: Renaissance Ballroom
Ron Kitchens will highlight topics from his book, "Community Capitalism: Lessons from Kalamazoo and Beyond." This book has been published to put in the national spotlight the groundbreaking economic development strategies employed by Kalamazoo, Michigan to revitalize its economy during recent years. The book and this session will overview the region's long-term strategy for economic growth by focusing community resources into five key areas: place, capital, infrastructure, talent and education. Also, be sure to pick up your copy of Mr. Kitchens' book on sale at the conference!
- 9:15 to 9:30 a.m.** **Networking Break**
- 9:30 to 10:30 a.m.** **CONCURRENT SESSIONS**
- The Future of Economic Development: Compete, Collaborate, and Communicate**
Presenter: Anatalio Ubalde, Co-Founder & CEO, GIS Planning Inc. & ZoomProspector.com
Location: Renaissance Ballroom
The Internet, competitiveness, networks, and marketing are transforming our profession. Learn how the industry is changing, where it is going and how you can be on the winning side of the future. Topics include marketing, lead-generation, regionalism, social media, business intelligence, benchmarking and more.
- The Stimulus Package: What It Means To Communities**
Presenter: Joan Herron, President, Herron Consulting
Location: Toledo Room
Although it is too soon to know and understand the full impact of the Federal Stimulus Package, Joan Herron will discuss what the stimulus package means to communities and how your area might benefit.
- 10:30 to 10:45 a.m.** **Networking Break**

Monday, December 7th continued...

10:45 to 11:45 a.m. The Role of Incentives in a Renewable Energy Attraction Strategy:

Understanding What is Right for your Community

Presenter: Don Schjeldahl, Vice President and Director, Austin Consulting

Location: Renaissance Ballroom

The green energy revolution is likely to produce many economic development opportunities in the coming years. Jobs in support of solar, wind and smart grid product manufacturing will help transform the economy in communities across the Midwest. Incentives will play a significant role, particularly in the near term, in picking winners and losers among competing locations. This presentation provides a timeline for the growth of these industrial sectors and the corresponding evolutionary path for the incentive landscape.

12:00 to 1:00 p.m. Lunch and 2009 Economic Development Awards Program

Location: King Arthur Court – 3rd floor level

Join us to congratulate the 2009 award winners and finalists! Winners will be announced during the luncheon.

**Thank you to our
2009 Economic Development Awards Partner!**



**1:15 to 4:15 p.m. Site Selector Panel & Roundtable Discussions, Moderated by Ron Starner,
Executive VP and General Manager, Site Selection and Conway Data Inc.**

Location: Renaissance Ballroom

After the site selector panel session from 1:15 to 3:15, which includes a question and answer segment, each of the 11 site selector panelists from all over the U.S. will be seated individually at audience tables from 3:15 to 4:15 to discuss specific important ED topics in small groups!

Site Selector Panelists & Small Group Topics:

- Bob Ady, Ady International Company - How Site Selectors Evaluate Websites
- Deane Foote, Foote Consulting Group, LLC - Community Preparedness
- Joan Herron, Herron Consulting - Business Retention
- Bob Hess, Newmark Knight Frank Consulting - Alternative Energy Manufacturing
- Tracey Hyatt-Bosman, Grubb & Ellis - Call Centers
- Bradley Lindquist, Deloitte Consulting LLP - Food Processing
- Gerald Norton, Binswanger - Distribution/Logistics
- Joe Pilewski, Duff & Phelps - A Comparison of Business Incentives
- Brent Pollina, Pollina Corporate Real Estate, Inc. - Manufacturing
- Don Schjeldahl, Austin Consulting - Renewable Energy
- Chris Watts, Jones Lang LaSalle, Inc. - Supply Chain

Monday, December 7th continued...

4:15 to 4:30 p.m. **Networking Break**

Thank you to our networking break sponsor!

 **ADY** INTERNATIONAL COMPANY
THE AUTHORITY IN SITE SELECTION



www.ady-voltage.com

4:30 to 5:30 p.m. **Corporate Real Estate Panel – *NEW THIS YEAR!!!***
Panelists: Erica Chapman, Global Real Estate Manager, Adidas Corporation; Scott Noteboom, Director of Data Center Operations, Yahoo!, Inc.; Doyle Shea, Real Estate Manager, 3M Corporation
Location: Renaissance Ballroom
You will not want to miss this opportunity to hear tips and insights from these Real Estate Executives from major corporations!

Tuesday, December 8th

7:00 to 10:30 a.m. **Conference Registration - *Located in the Renaissance Foyer***

7:00 to 8:00 a.m. **Continental Breakfast**
Location: Toledo Room

8:00 to 9:00 a.m. **CONCURRENT SESSIONS**

Virtual Buildings for your next RFP

Presenter: Mike Kalb, Business Development Manager, BD Construction Inc.

Location: Michigan Room

Do you ever find your community being eliminated from a possible project because you don't have an available building? If so you need to attend our session on the effectiveness and ease of use when competing against communities who have existing or speculative buildings. We will explain how to create the virtual building that the client is requesting in order for your community to be selected as the clients preferred expansion location.

A Baker's Dozen: A Step by Step Guide to Proven Economic Development Success

Presenter: Chris McGowan, VP, Souixland Initiative

Location: Renaissance Ballroom

Reeling from the loss of over 5,000 jobs at the Gateway computer corporation, the tri-state area of Iowa, Nebraska, and South Dakota, affectionately known as "Siouxland," developed a comprehensive strategy to assist with the region's economic recovery. With a sales and marketing based approach to economic development, they focused on business retention, recruitment, and entrepreneurship, while simultaneously investing in numerous quality of life initiatives. Within five years of embracing this strategy, Site Selection magazine named the Sioux City metro region the top economic development community in the United States for populations between 50,000 and 200,000 people. This presentation will address the overall strategy and specific tactics employed by this community which led to their #1 national ranking in both 2007 and 2008.

Tuesday, December 8th continued...

9:00 to 9:15

Networking Break

Thank you to our networking break sponsor!



www.footeconsulting.com

9:15 to 10:00 a.m.

CONCURRENT SESSIONS

The Impact of the Bioscience Industry on the Mid-American Economy Over The Past Decade

Presenter: Dr. Ernie Goss, Economist & Professor of Economics, Creighton University

Location: Renaissance Ballroom

Dr. Goss will provide an overview of the bioscience industry in Mid-America over the past decade. Dr. Goss will estimate the annual direct, indirect and induced impact of bioscience research and spending on the overall economy and on specific industries in the state. He will also examine the importance of the industry on new business formation in the region.

Success in Economic Development Today

Presenter: Bradley Lindquist, Specialist Leader, Deloitte Consulting LLP

Location: Michigan Room

Hear from Brad Lindquist about corporate trends, as well as real examples of what has worked for specific communities in recent history to make them successful in economic development business retention and expansion.

10:00 to 10:15 a.m.

Networking Break

10:15 to 11:30 a.m.

The Economic Outlook for the Mid-American Economy: Opportunities and Threats

Location: Renaissance Ballroom

Presenter: Dr. Ernie Goss, Economist & Professor of Economics, Creighton University

Dr. Goss will review findings from his most recent monthly surveys of supply managers in the nine-state Mid-American region. He will also identify opportunities and challenges for the region over the near and long term.

11:30 to 11:45 a.m.

Closing Remarks from MAEDC 2009 President Pat Langan

Location: Renaissance Ballroom

Be sure to stay for the Vendor Dance Card Raffle – you must be present to win!

2009 MAEDC Competitiveness Conference Registration

Register online via check OR credit card at www.maedc.net.

Name _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

REGISTRATION FEES:

MAEDC Member

| | Before/On Nov. 20 | After Nov. 20 |
|---|-------------------|---------------|
| Full Conference (Sunday–Tuesday) | \$400 | \$500 |
| Advance Sunday Seminar Only | \$100 | \$200 |
| Competitiveness Conference (Monday–Tuesday) | \$325 | \$425 |

Non-Member

| | Before/On Nov. 20 | After Nov. 20 |
|---|-------------------|---------------|
| Full Conference (Sunday–Tuesday) | \$550 | \$650 |
| Advance Sunday Seminar Only | \$150 | \$250 |
| Competitiveness Conference (Monday–Tuesday) | \$450 | \$550 |

MAEDC New ILLINOIS Member Package – \$550 (exclusive offer to new MAEDC members from Illinois - through November 20th) – New member package includes registration for the Full Conference (Sunday – Tuesday) and an individual MAEDC membership through 12/31/2010 – a savings of \$375! *Thank you to our host state for the annual Competitiveness Conference, and to the Illinois Development Council for their partnership with MAEDC to promote the conference!*

MAEDC New Member Package – \$600 (exclusive offer to new MAEDC members from states other than Illinois - through November 21th) - New member package includes registration for the Full Conference (Sunday – Tuesday) and an individual MAEDC membership through 12/31/2010 – a savings of \$325!

Total \$ _____

******To assist in our planning, please circle the conference events below that you plan to attend:**

Sunday Opening Reception Monday Breakfast Monday Awards Luncheon Tuesday Breakfast

Check (made payable to MAEDC) VISA MasterCard Discover Amex

Card # _____ Exp _____

Name on Card _____

Cardholder Billing Address _____

Send registration form with payment to: MAEDC, 17 S. High Street, Suite 200, Columbus, OH 43215, Phone: 614-221-1900, Fax: 614-221-1989, Email: ashley@assnoffices.com

Policies:

Full payment must accompany this registration form. If you are an established MAEDC sponsor receiving a complimentary registration as an established sponsorship benefit, please input "SPONSOR" after your last name on this form (you may complete this online, as well). With written cancellation notice, received by November 20th, you will receive a full refund, less a \$50 administrative fee. Cancellations after November 20th are nonrefundable. Notices of cancellation must be emailed to the MAEDC office at ashley@assnoffices.com. Sorry, no-shows are not eligible for refunds.

Conference Hotel Information



This year's host site for the Mid-America Competitiveness Conference is again the **Intercontinental Hotel Chicago!** The Intercontinental is located in the heart of Chicago's Magnificent Mile at:

505 North Michigan Avenue
Chicago, IL 60611

Phone: 312-944-4100 Fax: 312-321-8793

Website: www.icchicagohotel.com

How to reserve your room at the Intercontinental:

Book your hotel room online at MAEDC's custom reservation site by visiting www.maedc.net, Competitiveness Conference page. If you prefer, you may call Reservations at 1-801-401-5226 or 1-800-235-4670. If calling, be sure to mention that you are with the Mid-America Economic Development Council (MAEDC) to get the discounted room rate. A block of rooms for the nights of December 5 - December 7, 2009 will be held **until November 11, 2009**. MAEDC room rates are \$175/night for single AND double rooms.

Parking Information:

o Parking is valet only at the Intercontinental. The valet is located at the entrance to the hotel at 505 N. Michigan Avenue. Valet parking rates as follows: 0-2 hours - \$23.00, 2-8 hours - \$35.00, 8-24 hours - \$50.00. Offsite parking options are available at <http://www.chicagoparkingmap.com/>.

Thank You to our 2009 Annual Platinum Sponsors

- ✚ City of Dublin, Ohio - www.dublinecondev.com
- ✚ MidAmerican Energy - www.midamerican.com
- ✚ Nebraska Public Power District - www.nppd.com
- ✚ South Dakota Governor's Office of Economic Development - www.sdreadytowork.com

Thank You to our 2009 Annual Gold Sponsors

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- ✚ Duke Energy - www.locationindiana.com
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- ✚ Indiana Municipal Power Agency - www.impa.com
- ✚ Nebraska Department of Economic Development - www.neded.org
- ✚ Northern Indiana Public Service Company - www.nipsco.com
- ✚ Omaha Public Power District - www.oppd.com
- ✚ The Siouxland Initiative - www.siouxlandchamber.com

Thank You to our 2009 Annual Silver Sponsors

- ✚ Convergent Nonprofit Solutions - www.convergentnonprofit.com
- ✚ Council of Development Finance Agencies - www.cdfa.net

Thank You to our 2009 Annual Bronze Sponsors

- ✚ Alliant Energy - www.midwestsites.com
- ✚ AMES Economic Development Commission - www.ameschamber.com
- ✚ BC/CAL/KAL Inland Port Development Corporation/Foreign Trade Zone 43- www.bcunlimited.org
- ✚ Buffalo County Economic Development Council - www.ci.kearney.ne.us
- ✚ Executive Pulse - www.executivepulse.com
- ✚ Iowa Area Development Group - www.iadg.com
- ✚ Iowa Lakes Corridor Development Corporation - www.lakescorridor.com
- ✚ Madison Gas & Electric – www.mge.com
- ✚ NEOTEC – www.neotec.org