



TEXAS ECONOMIC DEVELOPMENT COUNCIL

2024

TEXAS WOMEN IN ECONOMIC DEVELOPMENT CONFERENCE



She's Unstoppable

Austin Marriott North, Round Rock, TX

APRIL | 23 - 24 | 2024



Susan Gill, CEcD, MEDP
President, Lindale Economic
Development Corporation
TEDC 2024 Board Chair

Welcome to the 5th Texas Women in Economic Development Conference

Thank you for attending this year's Texas Women in Economic Development Conference. We are so glad you're here. On behalf of the Texas Economic Development Council's leadership, members, and staff, we are excited to share this time with you and we appreciate your participation. At this conference you will learn from experts, share knowledge with peers, engage in meaningful conversations, and network with other women in the field of economic development. The goal of this event is to provide a supportive environment for you to learn about leadership, economic development, and communication so that you can grow as an economic developer and as a woman navigating today's fast-paced and challenging environment.

Always remember... You Are Unstoppable!

We've Moved



The TEDC's office has moved!

Please note our new physical and mailing address:
919 Congress Avenue, Suite 1145, Austin, TX 78701

Connect with us



<http://www.texasedc.org>



www.linkedin.com/company/texas-economic-development-council

About Us

The Texas Economic Development Council (TEDC) is an Austin-based professional association of economic developers from across the State of Texas. We are the largest state association of economic development professionals and volunteers in the country. Our membership consists of over 1,000 individuals, representing more than 600 public and private economic development organizations. Our diverse and expansive membership shares a common goal, bringing new investment and jobs to Texas by developing strategies that promote a positive business climate in our state.

CONFERENCE SPONSORS

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Director



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Tuesday, April 23rd

- 9:30–10:25 AM** **Arrival and Networking**
- 10:25–10:30 AM** **Welcome & Opening Remarks**
Susan Gill, CEcD, MEDP, TEDC 2024 Board Chair, President, Lindale EDC
- 10:30–11:30 AM** **WE ARE THE BANK: The Future of Economic Empowerment for Women Entrepreneurs In Texas and Beyond**
Jasmin Brand, Founder & CEO, HER Texas
- 11:30–12:45 PM** **Luncheon and Networking**
- 12:45–1:45 PM** **Peer Panel: How Women Lead**
Moderator: Felecia Herndon, DBA, CEcD, COO, Tyler EDC
Panelists: Lindsay Dennis, VP–Business Retention & Expansion, Development Corporation of Abilene; Heather Ledbetter, Economic Development Manager, Oncor; Nancy Windham, President & CEO, Texas Forest Country Partnership
- 1:45–2:00 PM** **Break**
- 2:00–3:00 PM** **Beyond Today: Leading Economic Development in a Time of Rapid Change**
Amy Holloway, Partner/Principal/National Director, EY Economic Development Advisory Services, Ernst & Young
- 3:00–3:15 PM** **Networking Break**
- 3:15–4:15 PM** **Empowerment & Resilience: Thriving as a Professional Woman**
Dr. Debi Silber, Principal, The PBT Institute



4:15–5:00 PM

Maximize Your Leadership with the Enneagram

Mallory Beth Friedrich, Certified Enneagram Coach

5:00–6:30 PM

Reception & Networking

Designer Bag Bingo to Support the Genesis Women's Shelter.

7:00 PM

Supper Club

Sign Up at TEDC's registration desk. Dinner at your own expense.

Wednesday, April 24th

7:45–8:30 AM

Breakfast and Networking

8:30–9:30 AM

Burning Bright, Not Out: Striking the Balance Between High Achievement and Well-Being

Carla Sones, President, Consultant Connect

9:30–9:45 AM

Coffee Break

9:45–10:45 AM

From Passion to Action

Amy Kroll, Founder & Executive Director, LBJ Women's Campaign School, University of Texas

10:45–11:30 AM

Economic Development Roundtable Discussions

11:30–11:55 AM

Wrap-up of Roundtable Discussion Highlights

11:55–12:15 PM

You Are Unstoppable!

Alysia Cook, PCED, IOM, Principal, Opportunity Strategies

Keynote Speakers



Jasmin Brand
Founder & CEO, HER Texas



Alysia Cook, PCED, IOM
Principal, Opportunity Strategies



Mallory Beth Friedrich
Certified Enneagram Coach



Amy Holloway
Principal, National Director
EY Economic Development
Advisory Services,
Ernst & Young



Amy Kroll
Founder & Executive Director,
LBJ Women's Campaign School
University of Texas



Dr. Debi Silber
Principal, The PBT Institute
Psychologist, Health, Mindset and
Personal Development Coach



Carla Sones
President, Consultant Connect

Peer Panel



Felicia Herndon, DBA, CEcD
Chief Operating Officer, Tyler EDC
(Moderator)



Lindsay Dennis
VP-Business Retention &
Expansion, Development
Corporation of Abilene



Heather Ledbetter
Economic Development
Manager
Oncor



Nancy Windham
President, Forest
Country Partnership

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- LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE
- MARBLE FALLS ECONOMIC DEVELOPMENT CORPORATION
- MOUNT PLEASANT ECONOMIC DEVELOPMENT CORPORATION
- PASADENA ECONOMIC DEVELOPMENT CORPORATION
- PFLUGERVILLE COMMUNITY DEVELOPMENT CORPORATION
- ROCKWALL ECONOMIC DEVELOPMENT CORPORATION
- TGB GROUP
- THE RETAIL COACH

FUTURE CONFERENCES



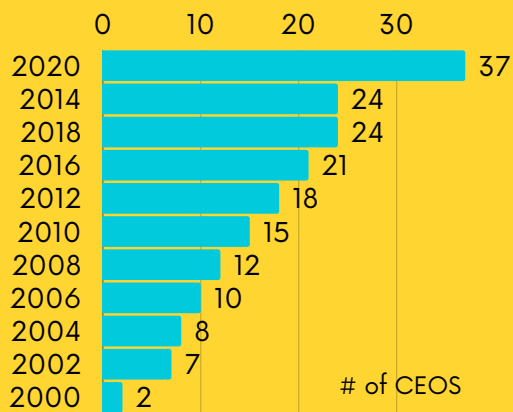
2024 Mid-Year Conference
 June 5-7, Montgomery, TX
 Margaritaville Resort on Lake Conroe



2024 Annual Conference
 October 23-25, Dallas, TX
 Marriott Quorum by the Galleria

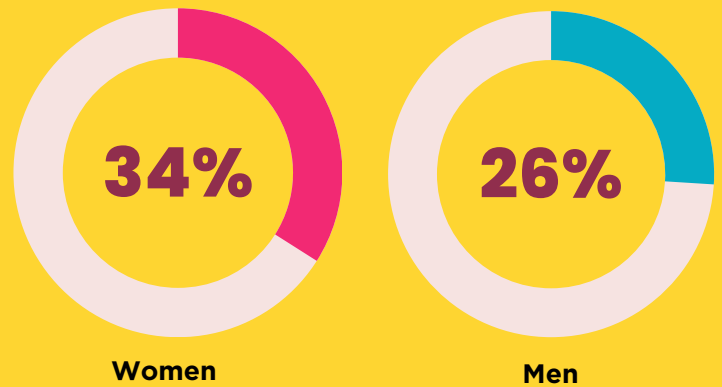
DID YOU KNOW?

Number of Women CEOs in the Fortune 500 from 2000-2020



Source: Fortune

Women are more likely than men to have earned a Bachelors degree by age 29



Source: US Bureau of Labor Statistics

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