



2024 TEDC WINTER CONFERENCE

February 21-23
Hilton Hill Country Resort
San Antonio, Texas





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.

The TEDC is dedicated to the development of economic and employment opportunities in Texas through our many programs and services, such as conferences, workshops, webinars, leadership program, mentorship program, resources, publications, advocacy and much more.

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



www.texasedc.org



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

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Wednesday, February 21st

8:30–10:30 AM	Future Leaders Training Seminar Presenter: John Osborne , CEO, Lubbock Economic Development Alliance <i>[FLT Participants Only–Separate Registration Required]</i>	
10:30–11:15 AM	Committee Meetings [Open to All] Conference Committee Meeting Forward Planning Committee Meeting	Agarita Lantana
11:15 AM–12:00 PM	Workforce Committee Meeting	Lantana
11:45 AM–12:45 PM	TEDC Executive Committee Meeting [Closed]	
11:30 AM–1:00 PM	Lunch on your own	
1:00–2:00 PM	Peer Panel: Business Retention & Expansion – Best Practices and Strategies for Success Moderator: Tom Long , CEcD, Vice President, Temple Economic Development Corporation Panelists: Lindsay Dennis , VP–Business Retention & Expansion, Development Corporation of Abilene; Carolyn Rowley , Director– Retention & Innovation, Lubbock Economic Development Alliance; Stefanie Wagoner , Director– Business Retention & Expansion, Frisco Economic Development Corporation <i>In this session, economic developers will discuss successful strategies for engaging with local businesses and will share their experience and insightful stories related to BR&E.</i>	Oaks Ballroom
2:00–2:15 PM	Break	
2:15–3:15 PM	Positioning Your Community for the Latest in Site Selection Ann Miller , CEcD, Director–Credits & Incentives, Hickey & Associates <i>Discover the latest trends in location decision-making. This session will delve into insights on how to best position your community for success in this dynamic site selection environment.</i>	Oaks Ballroom
3:15–3:45 PM	Networking Break – Sponsored by: Greenville Economic Development Corporation and YTexas	Ballroom Foyer
3:45–4:45 PM	Closing the Activation Gap: Converting Potential to Performance by Upskilling the Workforce with DeVry University Marci LoGiudice , Public Workforce Solutions, DeVry University <i>To support professional development, meet business needs, and drive economic growth and competitiveness, it is vital to develop and advance workers' skills. Barriers, such as bias and discrimination, and a lack of time and resources will inhibit the workforce's transition from potential to performance. DeVry partners with organizations to provide opportunities for professionals to develop critical skills.</i>	Oaks Ballroom

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4:45–5:15 PM **Introducing the Certified Texas Economic Developer (CTED) Program** **Oaks Ballroom**
Michael Meek, Principal, Meek & Associates; **Lisa Mutchler**, Division Director–Business and Cyber Solutions, Texas A&M Engineering & Extension Service (TEEX)

Learn about the partnership of the TEDC and TEEX on a new and exciting professional certification program for Texas economic developers. The Certified Texas Economic Developer (CTED) can be the next step in your economic development career.

5:30–6:30PM **Happy Hour & Networking**

Thursday, February 22nd

7:00–8:00 AM **Breakfast and Networking** **Oaks Ballroom**

8:00–9:00 AM **Building a Talent Strong Texas Through House Bill 8** **Oaks Ballroom**

Moderator: **Andres Alcantar**, Principal, Alcantar Strategies, LLC
Panelists: **Ray Martinez**, President & CEO Texas Association of Community Colleges; **Hector Gonzales**, President, Southwest Texas Junior College, **Jeremy McMillen**, President, Grayson College

To build a workforce that meets the growing needs of our employers, the 88th Texas Legislature passed House Bill 8. This bill welcomed a new era of community college finance that positions colleges to expand on their pivotal role in workforce development. This panel will examine key components of this new legislation and the opportunities it presents for Texas community colleges.

9:00–9:15 AM **Coffee Break – Sponsored by: Buda Economic Development Corporation and GrantWorks** **Ballroom Foyer**

9:15–10:15 AM **Working with Foreign Trade Offices and Missions in the United States** **Oaks Ballroom**

Katherine Ho, Regional Director, Office of Foreign Missions, US State Department

The U.S. Department of State's Office of Foreign Missions oversees all foreign missions and trade offices in the US. Ms. Ho will discuss how economic development organizations can tap into federal resources for foreign delegation requests, engagements with sensitive countries, and working with foreign diplomats to advance economic and commercial issues.

10:30–11:30 AM **Exploring Climate-Smart Economic Development: What Does it Mean for Your Community?** **Oaks Ballroom**

Randall Kempner, Senior Advisor, Energy & Environment, Aspen Institute; **Jon Roberts**, Managing Partner TIP Strategies, **Alisa Petersen**, Federal Policy Manager–US Program Team, RMI

In this session, we'll explore the risks and opportunities for economic development created by climate and the associated energy transition. In particular, we'll explore how new USG incentives and grant programs change the economic development playing field for American communities.

11:30AM–1:00 PM **Lunch on your own**

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1:00–2:00PM

Texas-Sized Savings: Maximizing the FTZ Program in Texas & Beyond

Oaks Ballroom

Moderator: James Grogan, Managing Director, FTI Consulting
Panelists: Danielle Converse, Manager, Port of Corpus Christi; Rina Lawrence, Manager–Economic Development, Port of Houston; Christine Allen, Director of Workforce Development and FTZ, Lubbock Economic Development Alliance; JR Holcomb, Business Manager, Hillwood

The panel will share their insights and expertise on the role of Foreign Trade Zones in economic development.

1:00–2:00PM

How Seguin is Building Economic and Workforce Momentum in a Fast-Growing Corridor

Spanish Oak

Edgar Padilla, Manager, Economic Development Advisory Services, Ernst & Young, LLP; Joshua Schneuker, Executive Director, Seguin Economic Development Corporation

Seguin recently completed its first comprehensive economic development strategy. Their refreshed target industry, workforce, and development focus will leverage unique assets to grow in a sustainable way consistent with the goals of the city, residents, and business.

2:00–3:00PM

Renewable Energy Expansion in Texas: Soup to Nuts – Designing and Developing Solar and Battery/Energy Storage (BES)

Oaks Ballroom

Sergio Sádaba, Austin Area Market Leader/Senior Planner, Stantec; Jonathan Perez, Senior Associate, Stantec; Meghan Lind, Environmental Specialist and Project Manager, Stantec

Texas is a recipient of an unprecedented amount of new renewable energy projects being planned and built throughout the State. Come learn what the growth in battery and energy storage (BES), solar and EV Battery production will look like and what you need to know to prepare for this growth.

3:00–3:30 PM

Networking Break – Sponsored by: EDOiQ and Oncor

Ballroom Foyer

3:30–4:30PM

Update on the Jobs, Energy, Technology, Innovation Act (JETI): What You Need to Know

Oaks Ballroom

Adriana Cruz, Executive Director, Economic Development and Tourism, Office of the Governor; John Villarreal, Manager–Economic Development and Local Government, Texas Comptroller of Public Accounts; Larry McManus, Director of Business and Community Development, Office of the Governor

In this session you will learn about the program and the process to access the JETI incentive program.

4:30–5:15 PM

Community Economic Development Success Stories

Oaks Ballroom

Moderator: Heather Ledbetter, Economic Development Manager, Oncor
Panelists: Misty Mayo, CEO, Development Corporation of Abilene; Jason Mundo, CECd, VP, Mundo & Associates; John Osborne, CEO, Lubbock EDA; Joshua Schneuker, Executive Director, Seguin Economic Development Corporation

Recipients of the TEDC's 2023 Community Economic Development Award will share the success of their project and its impact on their community.

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5:15–5:45 PM	Team Texas Update Danielle Scheiner , Chair, Team Texas Advisory Council	Oaks Ballroom
5:45–7:00PM	Networking Reception	Spanish Oak & Rotunda

Friday, February 23rd

7:00–8:00 AM	Breakfast & Networking	Oaks Ballroom
8:00–8:15 AM	Recognition of the TEDC's 2023 Economic Excellence Recognition Recipients	
8:15–9:15 AM	Enhancing Regional & National Partnerships for Economic Resiliency Moderator: Ginny Lewis Ford , Executive Director, Texas Association of Regional Councils Panelists: Chris Brown , Executive Director, Sulphur Springs Economic Development Corporation; Lillian Salerno , State Director, United States Department of Agriculture, Rural Development; Kelly Davila , Director of Regional Services/Economic Development, South Plains Association of Governments <i>What is an EDD, CEDS, USDA RD, COG, RPC? Join us to find out what these letters mean and visit with representatives of the economic development districts, federal government, and national and state associations working in economic development about the importance of strengthening partnerships with EDCs and opportunities to collaborate.</i>	Oaks Ballroom
9:15–9:30 AM	Coffee Break – Sponsored by: Copperas Cove Economic Development Corporation and TGB Group	Ballroom Foyer
9:30–10:30 AM	Transportation is Economic Development Alex Meade , Commissioner, Texas Department of Transportation and Executive VP, Texas Regional Bank <i>In this session, Commissioner Meade will share his expertise on the important partnership of transportation and economic development and how to best utilize the Texas Department of Transportation in your economic development efforts.</i>	Oaks Ballroom
10:30–11:30 AM	Strengthen your Business Retention and Expansion Program by Utilizing Resources Available through the Texas Manufacturing Assistance Center (TMAC) Monica Cortez , Director of Business Operations, TMAC; Mike Boyte , Business Advisor, TMAC <i>TMAC has eight locations across the state providing resources available to have a substantial economic impact on local businesses. Learn about your local, state, and national resources, success stories, economic impact data and a demonstration of the new statewide supplier platform known as the Texas Manufacturing Network.</i>	Oaks Ballroom
11:30AM–12:30 PM	TEDC Board of Director's Meeting [Open to All]	Spanish Oak

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