



Legislative Conference

February 22-24, 2023

Omni Hotel - Austin, TX



TEXAS ECONOMIC DEVELOPMENT COUNCIL

Wednesday, February 22nd, 2023

- 10:45-11:15 AM **Supporting Entrepreneurs in Your Community: Insights from a Tech Entrepreneur** *Mansfield B*
Joseph Kopser, President, Grayline Group; **Janice Omadeke**, Founder, The Mentor Method and Entrepreneur Magazine's 100 Women of Influence (2022)
- 11:00 AM -12:00 PM **TEDC Executive Committee Meeting** [Executive Committee Members Only]
- 12:15-1:00 PM TEDC Committee Meetings [Open to All]
Conference Committee **Kent Sharp**, Committee Chair *Lamar*
Forward Planning Committee **Susan Gill**, CEcD, Committee Chair *Forever*
Workforce Committee **Chester Jenke**, Committee Chair *Mansfield A*
- 1:15 PM **Welcome to the TEDC's 2023 Legislative Conference** *Bridge Ballroom*
Ray Dunlap, President, Terrell Economic Development Corporation and TEDC 2023 Board Chair
- 1:15-2:15 PM **The Role of Education, Workforce, and Infrastructure Investment for Our State's Economic Future** *Bridge Ballroom*
Moderator: Aaron Demerson, Commissioner Representing Employers, Texas Workforce Commission;
John Hryhorchuk, Senior Vice President of Policy and Advocacy, Texas2036

Texas approaches its bicentennial in 2036 amidst decades of population and economic growth. To sustain the Texas Miracle into our next century, Texas needs to ensure its workforce is prepared for the jobs of tomorrow and its infrastructure is prepared for the state's growth. With a historic surplus this session, the Texas legislature can invest in generationally-impactful strategies to prepare for that future.
- 2:15-3:15 PM **The Critical Relationship Between Public Education and Economic Development in Texas: Good Schools and Good Business Go Together** *Bridge Ballroom*
Mike Moses, Ph.D., Educator, Former Texas Commissioner of Education and Former Superintendent of Dallas Independent School District

With one of the largest student populations in the nation, Texas has a tremendous resource in terms of workforce potential. The importance of the partnership between schools and business will be discussed as a critical factor in future Texas economic development.
- 3:15-3:45 PM **Networking Break** *Ballroom Foyer*
Sponsored by: Greenville Economic Development Corporation and Mount Pleasant Economic Development Corporation
- 3:45-4:45 PM **Designing the Future of Work through People Analytics** *Bridge Ballroom*
Wade Britt, Managing Director, Baton Global; **Stephen Smith**, Vice President of People Analytics, Reworc

With ambiguity about how workers will behave in an increasingly competitive environment of hybrid work, some leaders have delayed important policy and investment decisions. In this session you will hear how leaders can utilize data-driven insights to inform investments and strategies, and how an innovative, technology captures the data needed to make decisions surrounding work behaviors, mobility, culture, and community amenities.

This event is recognized by the International Economic Development Council (IEDC) as a professional development training that counts toward the recertification of Certified Economic Developers (CEcD).

Wednesday, February 22nd, 2023

3:45-4:45 PM

Small Business Training: Tools to Accelerate Economic Growth

Mansfield B

Gregory Pogue, Ph.D., Deputy Executive Director, IC2 Institute, University of Texas at Austin

The IC2 Institute of The University of Texas at Austin developed two training programs to encourage local business expansions. One program focused on traditional small business and the second program designed to assist Historically Underrepresented Businesses to expand public and private contracting. Strong outcomes were achieved through both programs. The Institute is seeking collaborations to make these scalable, hybrid-online training programs available to promote local economic development.

4:45-5:30 PM

Team Texas Dugout Happy Hour *[Open to All Attendees]*

Ballroom Foyer

Thursday, February 23rd, 2023

7:00-8:00 AM

Breakfast *Atrium*

Sponsored by: **La Marque Economic Development Corporation**

8:00-9:00 AM

How Intelligent Infrastructure Builds a Stronger and More Connected Texas *Bridge Ballroom*

Moderator: Jeff DeCoux, Founder & Chairman, Autonomy Institute

Panelists: Ed Curtis, CEO, YTexas; **Jason Giulietti**, President & CEO, Greater San Marcos Partnership;

Dave Porter, Executive Director, Williamson County Economic Development Partnership

Intelligent infrastructure will build resilient communities, stimulate economic growth, advance Vision Zero, Eliminate the Digital Divide, create millions of jobs, harden our supply chains, and most importantly secure data for people, cities, and governments.

8:00-9:00 AM

Economic Opportunity - Growing Municipal Solid Waste Recycling in Texas *Pennybacker*

Steve Shannon, Vice Chair-Business Council, State of Texas Alliance for Recycling

The MSW recycling industry in Texas currently has a \$7.8 BB annual positive impact to the states' economy. It can sustainably become a \$20 BB industry. Texans now recycle more than 13 MM tons annually (27%), but could recycle an additional 50% of the 33 MM tons we continue to landfill each year. More than 31,000 Texans are employed in the industry. Economic and job growth opportunities are available if we pursue them. Infrastructure growth at the local level is central to the opportunity.

9:15-10:15 AM

Fostering a Resilient and Inclusive Economy *Bridge Ballroom*

Kim Lundgren, CEO, Kim Lundgren & Associates

This session will review and discuss innovative solutions that promote economic growth that is sustainable and equitable. Utilizing case studies from cities around the country, the presenter will share the keys to success and potential funding sources for economic development strategies that consider the impacts of climate change and create a more just society. Attendees will learn how to access resilient and inclusive economic development strategies that are best suited for their community and apply a resilient and inclusive lens to economic development opportunities.



Thursday, February 23rd, 2023

10:30-11:30 AM

Securing Texas' Economic Independence

Bridge Ballroom

Moderator: Ray Dunlap, President, Terrell EDC and Chair of the Board, Texas Economic Development Council

Panelists: Todd Staples, President, Texas Oil and Gas Association; **Massey Villarreal**, President & CEO, PTG; **Robert Wood**, Senior Advisor, McGuire Woods Consulting

Texas' economic competitiveness is at risk. Our state must support a new, modern, and transparent property tax incentive program to ensure Texas' economic security, promote manufacturing independence from foreign nations, help solve the supply chain crisis, and create new capital investments to give our children and our schools greater opportunities.

11:30 AM-1:15 PM

Lunch Break and Visit the Texas Capitol

Attendees are encouraged to visit with their legislative representatives and the Texas Capitol on their own.

1:15-2:15 PM

Growing Cleantech Manufacturing

Bridge Ballroom

Aaron Brickman, Senior Principal-US Program, RMI Institute

With the passage of the Inflation Reduction Act, there are now significant federal resources compounding the growing market opportunity in the US for clean energy and clean tech. Economic development organizations are uniquely positioned to help their communities attract the jobs and projects already flowing as a result of this legislation. Learn what works to ensure competitiveness and a regional approach to growing the clean tech manufacturing supply chain.

2:15-3:00 PM

Community Economic Development Success Stories

Pennybacker

Moderator: Scott Livingston, CEcD, Economic Development Director, City of League City and 2023 Community Economic Development Award Committee Chair

Panelists: John Boswell, Director of Economic Development, City of Corsicana; **Adrian Cannady**, President & CEO, Temple Economic Development Corporation; **Regina Jo Carlson**, Business Development, Taylor Economic Development Corporation; **Kevin Carter**, EDFP, President & CEO, Amarillo Economic Development Corporation

Join recent past recipients of the TEDC's Community Economic Development Award as they provide insight into their award-winning projects.

3:00-3:30 PM

Networking Break

Ballroom Foyer

Sponsored by: Sulphur Springs/Hopkins County Economic Development Corporation and Taylor Economic Development Corporation

3:30-4:15 PM

State Incentives and the 88th Texas Legislative Session

Bridge Ballroom

Moderator: Adriana Cruz, Executive Director, Office of the Governor, Economic Development & Tourism Office

Panelists: Glenn Hamer, President & CEO, Texas Association of Business; **Stewart McGregor**, Executive Director, Kaufman Economic Development Corporation; **Larry McManus**, Director-Business & Community Development, Office of the Governor, Economic Development & Tourism; **Kelley Rendziperis**, J.D., Senior Partner, Site Selection Group

Thursday, February 23rd, 2023

4:15-5:00 PM **Land Development & City Growth Obstacles: A Discussion About Annexation & Water Rights** *Bridge Ballroom*

Moderator: Jim Gibson, CEcD, Director, Rockdale Municipal Development District

Panelists: Susan Gill, CEcD, President, Lindale Economic Development Corporation; **Joe Freeland**, Partner, Mathews & Freeland, LLP

Have you ever wanted to extend City water for a new industry, only to be thwarted by the local water supply corporation and it's CCN area? How can we help our city leadership annex new areas in light of annexation law changes? Learn how cities and EDO's can strategically navigate around development obstacles such as CCN's and annexation laws and get creative about how to grow our communities.

5:00-7:00 PM **Networking Reception** [VIPs and Texas Legislators Invited] *Atrium*
Sponsored by: Giddings Economic Development Corporation

Friday, February 24th, 2023

7:00-8:00 AM **Breakfast** *Ballroom Foyer*

8:00 AM **2022 Economic Excellence Recognition and Future Leaders Training Program Graduation** *Bridge Ballroom*

8:15-9:15 AM **Legislative & Economic Development Sales Tax Joint Committee Meeting** *Bridge Ballroom*
Stewart McGregor, Legislative Committee Chair; **Joshua Schneuker**, ED Sales Tax Committee Chair

9:15-9:45 AM **Texas Media Manufacturing: Pathway to Being #1 in the Country** *Bridge Ballroom*
Chris Debiec, CEO, Texas Media Coalition; **Pasha Moore**, Principal, Holland Taucher Consulting Group

In this session the Texas Media Coalition will share their mission for making Texas more competitive in media production. They are working to keep production dollars in Texas with the creation of a unique program to create jobs and benefits to local economies in the entertainment industry.

9:45-10:45 AM **Is Your Community Water Ready?** *Bridge Ballroom*

Moderator: Mark Ellison, Regional Director for Business Development, IDE Technologies

Panelists: Wroe Jackson, Vice President and General Counsel, Texas Association of Manufacturers; **Jeremy Mazur**, Senior Policy Advisor, Texas 2036; **Matt Phillips**, Director of Legislative & Government Affairs, Brazos River Authority; **Jeff Walker**, Executive Administrator, Texas Water Development Board

Over the past decade, Texas has experienced rapid population growth and in industries expanding and moving to the state. What Texas has not experienced is a similar rate of growth in the supply of water to meet the needs of existing citizens and industry or for new citizens and industry moving to the state. When that big project comes knocking on your door is your community going to be able to meet their water needs?

11:00 AM-12:00 PM **TEDC Board of Director's Meeting** [Open to All Attendees] *Pennybacker*



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Networking Break Sponsors



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Austin, Texas
@TexasEDC #TEDC23



TEDC UPCOMING CONFERENCES

JUNE 21-23, 2023

2023 Mid-Year Conference

**Marriott
Allen, TX**

OCTOBER 11-13, 2023

2023 Annual Conference

**JW Marriott (Galleria)
Houston, TX**



TEXAS ECONOMIC DEVELOPMENT COUNCIL