

2024 *Annual* Conference



TEXAS ECONOMIC DEVELOPMENT COUNCIL



Addison / Dallas, TX



October 23-25

@TexasEDC #TEDC24

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Welcome to the TEDC's 2024 Annual Conference

On behalf of the TEDC and our Board of Directors, I want to thank you for participating in this year's Annual Conference in Addison, Texas! Our conference program is filled with an impressive lineup of speakers, session topics, panel discussions and 37 exhibitors. There's really something for everyone...and plenty of networking opportunities.

Our 2024-2025 Annual Sponsors and the Annual Conference Sponsors are vital to the success of the TEDC. We simply could not produce the quality programs and develop the resources you need without their support. Please join me in taking a moment sometime during the event by thanking them for their support.

We hope that you will consider bidding on items at the Annual PAC Silent Auction. The Auction is the TEDC PAC's most important fundraiser of the year and the monies raised support the TEDC's Political Action Committee and candidates who support a pro-economic development environment in our state.

At the Awards Luncheon on Thursday, the TEDC will recognize the recipients and applicants of the 2024 Community Economic Development Award. We will honor those economic developers and communities for their achievements in economic development this past year.

It has been another wonderful year to be a part of an organization that continues to grow in stature and influence – none of which could be accomplished without the strong support of our members -- undoubtedly our greatest resource. We are approaching 1,100 total members – 250 more members than we had at the beginning of the pandemic. The TEDC has also added two new staff positions in 2024 which is another indication of the growth of our organization.

I have been extremely honored to be a part of the TEDC leadership that has a long legacy of providing best practices for economic development professionals through education, advocacy, resources and networking. Please join me in thanking our great TEDC staff for their hard work on this event. And, thank you again for your support of the Texas Economic Development Council and for attending this year's Annual Conference.



Susan Gill, CEcD, MEDP
President & CEO, Lindale EDC
TEDC 2024 Board Chair

Addison/Dallas, TX



Tuesday, October 22nd

12:00–5:30 PM **Annual Golf Tournament** at Coyote Ridge Golf Club, Carrollton, TX
 [Separate registration required] *Sponsored by: TGB Group*

Wednesday, October 23rd

8:00 AM **Registration Opens** *Grand Ballroom Foyer*

8:15–10:15 AM **Future Leaders Training Seminar**
 [Separate registration required–FLT Participants Only]

10:20–10:30 AM **Welcome & Opening Remarks** *Grand Ballroom A–E*
Susan Gill, CEcD, MEDP, President, Lindale Economic Development Corporation and TEDC 2024 Board Chair

11:00 AM–6:30 PM **Exhibits Open** *Ballroom Foyer/Bent Tree/Preston Trail*

10:30–11:30 AM **Unlocking Texas’ Opportunities in the Clean Energy Transition**
Grand Ballroom A–E
Doug Lewin, Host, The Energy Capital Podcast and Author, Texas Energy and Power Newsletter
 Rapid growth in the clean energy sector gives Texas the opportunity to improve grid reliability and attract investment to the state. In this session we will explore the opportunities and risks in the clean energy transition.

11:30 AM–1:00 PM Lunch on your own

11:30 AM–12:45 PM **TEDC Executive Committee Meeting**
 [Executive Committee Members Only]

1:00–2:00 PM **Solutions to Texas’ Healthcare Workforce Challenges** *Grand Ballroom A–E*
 Moderator: **Leah Waters**, Equity Reporter, Dallas Morning News
 Panelists: **Barb Clapp**, CEO, Dwyer Workforce Development; Representative **Chris Wallace**, President & CEO, North Texas Commission; **Veronica Gonzalez**, SVP of Government and Community Relations, University of Texas–Rio Grande Valley
 Texas’ healthcare industry faces significant challenges, with a strained workforce, rapidly growing population and a senior population expected to reach 8.3 million by 2050. Join us to learn how communities can embrace innovative workforce development solutions to help fill critical positions and build a more resilient and diverse healthcare workforce.

1:00–2:00 PM **Peer Panel: Supporting Entrepreneurs and Startups in Texas** *Mesquite Ballroom*
 Moderator: **Jordan Robinson**, President & CEO, Round Rock Chamber of Commerce
 Panelists: **Ashton Bellows**, CFO, Sherman Economic Development Corporation; **Antoine Long**, Economic Development Manager, DeSoto Economic Development Corporation; **Amy Story**, President & CEO, Boerne/Kendall County Economic Development Corporation; **Michael Talley**, SVP, McKinney Economic Development Corporation
 Join your peers for an in–depth discussion on proven strategies to support entrepreneurs and new business startups. The panel will share programs they have implemented to spur innovation and nurture future business from the ground up.

Wednesday, October 23rd

- 2:00–3:00 PM** **Leveraging AI for Economic Development** *Grand Ballroom A–E*
Aaron Brossoit, CEO, Golden Shovel Agency
- Artificial Intelligence has emerged as a powerful tool for enhancing the effectiveness and efficiency of economic developers. This presentation will focus on practical applications of AI making economic developers more insightful and impactful in their roles as community leaders.
- 2:00–3:00 PM** **How to Win at Rural Economic Developers** *Mesquite Ballroom*
Andy Portera, Principal, Portera & Associates
- Andy will share stories, tips and strategies on how to create jobs and opportunities in your community.
- 3:00–3:30 PM** **Networking Break**
Sponsored by: Brassfield Gorrie, CEC and DeSoto Economic Development Corporation
- 3:30–4:30 PM** **Leading With Humanity: A New Era of Leadership** *Grand Ballroom A–E*
Alex Bailey, Global CEO and Co-Founder, Bailey & French
- This interactive talk explores what it means to be human and the pivotal role it plays in effective leadership. Alex will share insights into the qualities that set human-centric leaders apart from the rest and how they create meaningful dialogue to connect with others.
- 3:30–4:30 PM** **Transforming Historic Neighborhood Blight into Community Dignity...a Tale of Texas Brownfield Revitalization** *Mesquite Ballroom*
Moderator: **Ben Stewart**, National Asset Transformation and Brownfields Leader, Stantec
Panelists: **Lindsay Brown**, US Central Business Development Leaders, Stantec; **Julie Saqueton**, St. Philips School and Community Center;
- How does one South Dallas K-12 campus become the center of economic and cultural development for an entire surrounding neighborhood and uplift a historically underserved community in the process? Learn how St. Philips School and Community Center worked with Stantec and the City of Dallas to provide one of the most unique K-8 STEM-centric campuses in North Texas while also transforming the St. Philip's neighborhood through services supporting the surrounding local community.
- 4:30–5:30 PM** **An Overview and Update on the Office of the Governor's Texas Economic Development & Tourism Programs** *Grand Ballroom A–E*
Moderator: **Larry McManus**, Director of Business Development, Texas Economic Development & Tourism
Panelists: **Melissa Avelino**, Director of Economic Development Finance, Texas Economic Development and Tourism; **RJ Hakes**, Tourism and Loan Programs Administrator, Texas Economic Development & Tourism; **Will Jackson**, Finance Specialist, Texas Economic Development & Tourism; **Cynthia Ramos**, Program Specialist, Texas Economic Development and Tourism
- This panel includes an update on the Texas Small and Rural Community Success Fund, the Texas Small Business Credit Initiative, the Texas Micro-Business Disaster Recovery (TMBDR) Loan Program and the Jobs, Energy, Technology & Innovation Act (JETI).
- 5:30–6:45 PM** **Welcome Reception** *Grand Ballroom F*
Sponsored by: Stantec

Thursday, October 24th

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| 7:00–8:00 AM | <p>Breakfast and Networking <i>Grand Ballroom</i>
 <i>Sponsored by: Athens EDC, City of Carrollton and Copperas Cove EDC</i></p> |
| 8:00 AM–5:00 PM | <p>Exhibits Open <i>Ballroom Foyer/Bent Tree/Preston Trail</i></p> |
| 8:00–9:00 AM | <p>The Rising Importance of Site Readiness and Introduction of the Site Selectors Guild REDI Sites Program <i>Grand Ballroom</i>
 <i>Phil Schneider</i>, President, Schneider Strategy Consulting and Board Member, Site Selectors Guild; <i>Carrie Kelly</i>, Managing Director, Site Selectors Guild</p> <p>Site readiness has become table stakes for communities seeking to successfully compete for good jobs and capital investment. Learn about the value of site readiness and the newly launched REDI Sites program, the first national standards for analyzing and scoring site readiness.</p> |
| 9:00–10:00 AM | <p>Access to Capital: Best Practices, Innovations and Trends <i>Grand Ballroom</i>
 <i>Toby Rittner</i>, DFCP, EDFP, CEO, Council of Development Finance Agencies</p> <p>During this session, Toby will talk about the changing landscape of capital and how communities are creating new and innovative financing approaches. He will focus on small business lending, use of tax increment finance, bonds and the influx of clean energy financing.</p> |
| 9:00–10:00 AM | <p>Five Ways to Maximize Media Coverage for Your Community in the AI Age <i>Mesquite Ballroom</i>
 <i>April Mason</i>, President & Founder, Violet PR</p> <p>AI continues to infiltrate the media landscape. In this presentation, you will hear strategies to reach important news outlets to land impactful coverage for your region's assets. You'll come away from the session prepared with a "how to" guide for obtaining valuable earned media coverage that can influence prospects, investors and talent.</p> |
| 10:00–11:00 AM | <p>Economic Development Priorities and Marketing: National Results of the Profession <i>Grand Ballroom</i>
 <i>Anatalio Ubalde</i>, CEO and Founder, SizeUp</p> <p>The practice of economic development has changed significantly over the past decade, but do you know quantitatively how much has changed or what marketing strategies work best today? Learn the answers from the most comprehensive study about economic developers from Anatalio's new book <i>Economic Development Priorities and Marketing</i>.</p> |
| 11:00 AM–12:00 PM | <p>ERCOT: The Grid of the Future <i>Mesquite Ballroom</i>
 <i>Kristi Hobbs</i>, Vice President, Systems Planning and Weatherization, Electric Reliability Council of Texas</p> <p>Ms. Hobbs will discuss how ERCOT is planning to meet the challenges and opportunities with significant economic and population growth in Texas.</p> |
| 12:00–1:30 PM | <p>Community Economic Development Award Luncheon <i>Grand Ballroom</i>
 <i>Sponsored by: Oncor</i></p> <p>Recognition of the nominees and recipients of the TEDC 2024 Community Economic Development Award and graduation ceremony for TEDC's Future Leaders Training Program.</p> |
| 1:30–6:00 PM | <p>TEDC PAC Silent Auction Open <i>Addison</i></p> |

Thursday, October 24th

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| 1:45–2:15 PM | <p>TEDC and Team Texas Program Update <i>Mesquite Ballroom</i>
 Susan Gill, CEcD, MEDP, TEDC 2024 Board Chair; Sydney Loyed, Director, Team Texas</p> <p>Join us for an update on TEDC programs, resources and member benefits and what Team Texas has in store for 2025.</p> |
| 2:15–3:15 PM | <p>AI’s Impact on Corporate Real Estate and Economic Development <i>Grand Ballroom</i>
 Ron Bertasi, CEO, GIS Webtech; Rick Bertasi, Director of Real Estate and Transportation, Dalio Family Office</p> <p>AI is beginning to drive major changes in economic development and corporate real estate and these changes are expected to accelerate in the next few years. This interactive presentation will explore AI’s impact on economic development.</p> |
| 2:15–3:15 PM | <p>Trends in the Economic Development Profession <i>Mesquite Ballroom</i>
 Anthony Michelic, Partners, Jorgenson Pace</p> <p>This session will explore the key qualities and skills that organizations across the country prioritize when filling executive positions, as well as actionable strategies to prepare for your next career move. Whether you’re looking to transition into a new role or aiming to elevate your career, this discussion will provide insights on how to position yourself for long-term success in economic development.</p> |
| 3:15–3:45 PM | <p>Networking Break
 <i>Sponsored by: City of Mesquite, Tomball EDC and City of Sanger</i></p> |
| 3:45–4:45 PM | <p>The EV Transition Begins <i>Grand Ballroom</i>
 Andrew Brown, Jr., Ph.D., Chair of the Board, Center for Automotive Research</p> <p>This presentation will focus on the production forecasts for internal combustion engines and electric vehicles through 2030, the EV investment landscape for North America, legislative policy and the impact to research and development.</p> |
| 3:45–4:45 PM | <p>Power and Water: How to Manage Texas Exponential Growth <i>Mesquite Ballroom</i>
 Kyle Bass, Co-Founder & CEO, Conservation Energy Management</p> <p>As Texas experiences exponential growth, it is imperative that planners engage in thoughtful development across all disciplines. In this talk, you will hear how planning for all needs of a business on the front end, land use can be effectively optimized.</p> |
| 4:45–5:45 PM | <p>Preparing for the 89th Texas Legislative Session <i>Grand Ballroom</i>
 Moderator: Matt Abel, Vice President of Government Relations, Texas Economic Development Council
 Panelists: Stewart McGregor, CEcD, Executive Director, Kaufman Economic Development Corporation and Co-Chair, 2024 TEDC Legislative Committee; Jordan Robinson, President & CEO, Round Rock Chamber of Commerce, and Other Invited Guests</p> <p>We are just weeks away from the start of the 89th Texas Legislative Session. This panel will discuss TEDC’s key legislative priorities and major issues impacting the business community. The panel will also review strategies you can use to advocate for pro-economic development policies.</p> |
| 5:00 PM | <p>Exhibits Close <i>Ballroom Foyer/Bent Tree/Preston Trail</i></p> |
| 6:00 PM | <p>TEDC PAC Silent Auction Closes <i>Addison</i></p> |
| 6:30–7:00 PM | <p>TEDC PAC Silent Auction Checkout <i>Addison</i></p> |
| 6:00–7:15 PM | <p>Networking Reception <i>Vista Ballroom</i>
 <i>Sponsored by: Dallas Regional Chamber of Commerce</i></p> |

Friday, October 25th

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| 7:30–8:30 AM | <p>Breakfast and Networking
 New Member Breakfast
 <i>Sponsored by: Texas Economic Development Corporation and Victoria EDC</i></p> | <i>Grand Ballroom
Addison</i> |
| 8:30–9:30 AM | <p>The Galactic Gold Rush: Tapping into the Space Economy
 <i>Kelli Kedis Ogborn</i>, VP–Space Commerce and Entrepreneurship, The Space Foundation; <i>Blake Calvert</i>, Deputy Director, Texas Space Commission</p> <p>This talk will discuss the current state of the global space economy—the budgets, trends, policies, and economic drivers fueling its growth and enabling opportunities.</p> | <i>Grand Ballroom</i> |
| 9:30–10:30 AM | <p>Where We Are and Where We’re Going: How the 2024 Election Will Turn Out and What it Means for Texas and America
 <i>Evan Smith</i>, Co-Founder, The Texas Tribune, Senior Advisor, The Emerson Collective and Professor of Practice, LBJ School of Public Affairs, University of Texas at Austin</p> | <i>Grand Ballroom</i> |
| 10:30–11:30AM | <p>The Current State of Our Crazy Economy: An Economic Perspective
 <i>Ray Perryman</i>, Ph.D., President, The Perryman Group</p> | <i>Grand Ballroom</i> |
| 11:45 AM–12:45 PM | <p>TEDC Annual Meeting and Board of Director’s Meeting
 [Open to all conference registrants]</p> | <i>Bent Tree</i> |



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ECONOMIC DEVELOPMENT
COUNCIL

The Power of Knowledge and Leadership

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).



Conference Speakers & Panelists

- Matt Abel**, Vice President of Government Relations, Texas Economic Development Council
Melissa Avelino, Director of Economic Development Finance, Texas Economic Development and Tourism
Alex Bailey, Global CEO and Co-Founder, Bailey & French
Kyle Bass, Co-Founder & CEO, Conservation Energy Management
Ashton Bellows, Chief Financial Officer, Sherman Economic Development Council
Rick Bertasi, Director of Real Estate and Transportation, Dalio Family Office
Ron Bertasi, CEO, GIS Webtech
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Barb Clapp, CEO, Dwyer Workforce Development
Susan Gill, CEcD, MEDP, President, Lindale Economic Development Corporation and TEDC 2024 Board Chair
Veronica Gonzalez, SVP-Government and Community Relations, University of Texas-Rio Grande Valley
RJ Hakes, Tourism and Loan Programs Administrator, Texas Economic Development & Tourism
Kristi Hobbs, Vice President-Systems Planning & Weatherization, ERCOT
Kelli Kedis Ogborn, Vice President-Space Commerce and Entrepreneurship, The Space Foundation
Carrie Kelly, Managing Director, Site Selectors Guild
Will Jackson, Finance Specialist, Texas Economic Development & Tourism;
Doug Lewin, Host, The Energy Podcast and Author, Texas Energy & Power Newsletter
Antoine Long, Economic Development Manager, DeSoto Economic Development Corporation
Sydney Loyed, Director, Team Texas
April Mason, President & Founder, Violet PR
Stewart McGregor, CEcD, Executive Director, Kaufman Economic Development Corporation
Larry McManus, Director of Business Development, Texas Economic Development & Tourism
Anthony Michelic, Partner, Jorgenson Pace
Ray Perryman, Ph.D., President, The Perryman Group
Andy Portera, Principal, Portera & Associates
Cynthia Ramos, Program Specialist, Texas Economic Development and Tourism
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Phil Schneider, President, Schneider Strategy Consulting and Board Member, Site Selectors Guild
Evan Smith, Co-Founder, The Texas Tribune; Senior Advisor, The Emerson Collective; Professor of Practice, LBJ School of Public Affairs, University of Texas at Austin
Julie Saqueton, Chief Community Advancement Officer, St. Philips School and Community Center
Ben Stewart, National Asset Transformation and Brownfields Leader, Stantec
Amy Story, President & CEO, Boerne Kendall County Economic Development Corporation
Michael Talley, Senior Vice President, McKinney Economic Development Corporation
Anatalio Ubalde, CEO and Founder, SizeUp
Chris Wallace, President & CEO, North Texas Commission
Leah Waters, Equity Reporter, Dallas Morning News

Addison/Dallas, TX



2025 *Conferences*



Winter Conference

February 26-28, 2025

Hyatt Regency on Lady Bird Lake
Austin, TX



Mid-Year Conference

June 18-20, 2025

Hilton
Rockwall, TX



Annual Conference

October 29-31, 2025

Marriott Rivercenter
San Antonio, TX