



## 2024 Mid-Year Conference

JUNE 5-7, 2024

Margaritaville Resort  
on Lake Conroe  
Montgomery, Texas



## AGENDA [Draft]

### Tuesday, June 4, 2024

**12:00 – 5:00 PM**      **Summer Golf Tournament at Walden Golf Club**  
Lunch served at Noon, Tee-off at 1:00 PM – Team Scramble

### Wednesday, June 5, 2024

**8:30-10:30 AM**      **Future Leaders Training Seminar**  
[Separate registration required - FLT program participants only]

**10:30-11:15 AM**      **Community Economic Development Award Committee** [  
CEDA committee members only]

**Education Committee Meeting** [Open to All]

**11:00 AM-5:30 PM**      **Exhibits Open**

**11:30 AM-12:45 PM**      **Lunch on your own**

**12:50-1:00 PM**      **Welcome & Opening Remarks**  
[Susan Gill](#), President, Lindale EDC and TEDC 2024 Board Chair

**1:00-2:00 PM**      **The Prime Cut: Best Places for Food Manufacturing**  
[Meghan DiGiacomo](#), Senior Consultant, Global Location Strategies

**1:00-2:00 PM**      **Teacher Externship Program: Bridging the Gap Between Education and Industry**  
[Jan Jungmann](#), Business Retention & Expansion Manager, Allen EDC;  
[Danielle Davis](#), Education Partnerships Coordinator, Workforce Solutions North Central Texas

**2:00-3:00 PM**      **The Forces of Economic and Job Market Change**  
[Richard Froeschle](#), Senior Labor Market Economist, Texas State Technical College

**3:00-3:30 PM**      **Networking Break**

- 3:30-4:30 PM **War Gaming the 2024 Election and the Setup for the Coming Legislative Session**  
[Harvey Kronberg](#), Editor, The Quorum Report
- 4:30-5:30 PM **Legislative Committee and Political Action Committee (PAC) Joint Meeting**
- 5:30 PM **Networking on your own**

## Thursday, June 6, 2024

- 7:00-8:30 AM **Breakfast and Networking**
- 8:00 AM-5:15 PM **Exhibits Open**
- 8:00-9:00 AM **Community Economic Development Award Success Stories: 2023 CEDA Recipients**  
Moderator: [Heather Ledbetter](#), Economic Development Manager, Oncor and Co-Chair CEDA Committee  
Panelists: [Kristina Collins](#), VP-Economic Development, Greater Waco Chamber of Commerce; [Megan Layne](#), Executive Director, Orange County EDC; [Kent Sharp](#), President, Sherman EDC; [Nathan Tafoya](#), Executive Director, Mount Pleasant EDC
- 9:00-9:15 AM **Coffee Break**
- 9:15-10:15 AM **Creative Use of Tax Increment Financing in Implementing a Community's Economic and Community Development Goals**  
[Naina Magon](#), Principal, Hawes Hill & Associates; [Gwendolyn Tillotsen Bell](#), Chief Economic Development Officer, Mayor's Office, City of Houston; [Mary Buzak](#), Attorney, Bracewell
- 9:15-10:15 AM **Mobile Data Insights: Understanding Visitors, Labor Shed, Marketing and Growth**  
[William SaintAmour](#), CEO/Executive Director, Cobalt Community Research
- 10:15-10:30 AM **Break**
- 10:30-11:30 AM **Comparing Incentive Value of Jobs Energy, Technology, and Innovation (JETI) Program and the Former Chapter 313**  
[Paul Scheuren](#), Principal and Economist, Impact DataSource
- 11:30 AM-12:00 PM **TEDC Program Update: How to Maximize Your TEDC Membership for Advancing Your Career in Economic Development**
- 12:00-1:30 PM **Workforce Excellence Award Luncheon**  
Future Leaders Training Program Graduation
- 1:30-1:45 PM **Break**
- 1:45-2:45 PM **Regionalism: A Trending Economic Development Paradigm Shift**  
[Ed Curtis](#), CEO, YTexas; [John Boyd, Jr.](#), Principal, The Boyd Company, [Tracye McDaniel](#), President, TIP Strategies

- 1:45-2:45 PM **Rural Corporate Site Location Strategies and the Emergence of Municipal-Owned Industrial Parks**  
[Wade Williams](#), Director of Corporate Site Selection, The Montrose Group
- 2:45-3:00 PM **Networking Break**
- 3:00-4:00 PM **Power Up Texas: Renewable Energy and Legislative Advocacy**  
[Haley Durbin](#), Assistant VP-Communications and Digital Advocacy, McGuire Woods; [Annie Scroggs](#), Research Associate, McGuire Woods, [Judd Messer](#), Texas Vice President, Advanced Power Alliance
- 4:00-5:00 PM **Title TBD**  
[Adriana Cruz](#), Office of the Governor-Economic Development & Tourism and Panelists TBD
- 5:15-7:15 PM **Networking Reception**  
*Live Music by The Lost Shaker of Salt Band*
- 7:30-9:30 AM **PAC Cruise on Lake Conroe** [special event for TEDC PAC members only- RSVP required]

## Friday, June 7, 2024

- 7:30-8:30 AM **Breakfast and Networking**
- 8:00 AM-11:00 AM **Exhibits Open**
- 8:15-9:15 AM **Peer Panel: Navigating Politics in Economic Development**  
Moderator: [Cynthia Hernandez](#), Executive Director, Belton EDC  
Panelists: [Kevin Carter](#), President, Amarillo EDC; [Raudel Garza](#), Executive Director, Edinburg EDC; [Terry Stokes](#), CEO, Port Arthur EDC
- 9:15-9:30 AM **Coffee Break**
- 9:30-10:30 AM **Texas Economy: Key Trends and Opportunities for EDCs**  
[Brian Kelsey](#), Manager, EY Economic Development Advisory Services, Ernst & Young
- 10:30-11:30 AM **Electric Energy Market Update**  
[Eric Bratcher](#), Chief Risk Officer, energy by 5; [Chris Watson](#), Senior Energy Advisor, energy by 5; [Jeff Shoaf](#), Central Business Leader, energy by 5
- 11:30-12:30 PM **TEDC Board of Director's Meeting** [Open to All]

**Draft as of May 4, 2024**