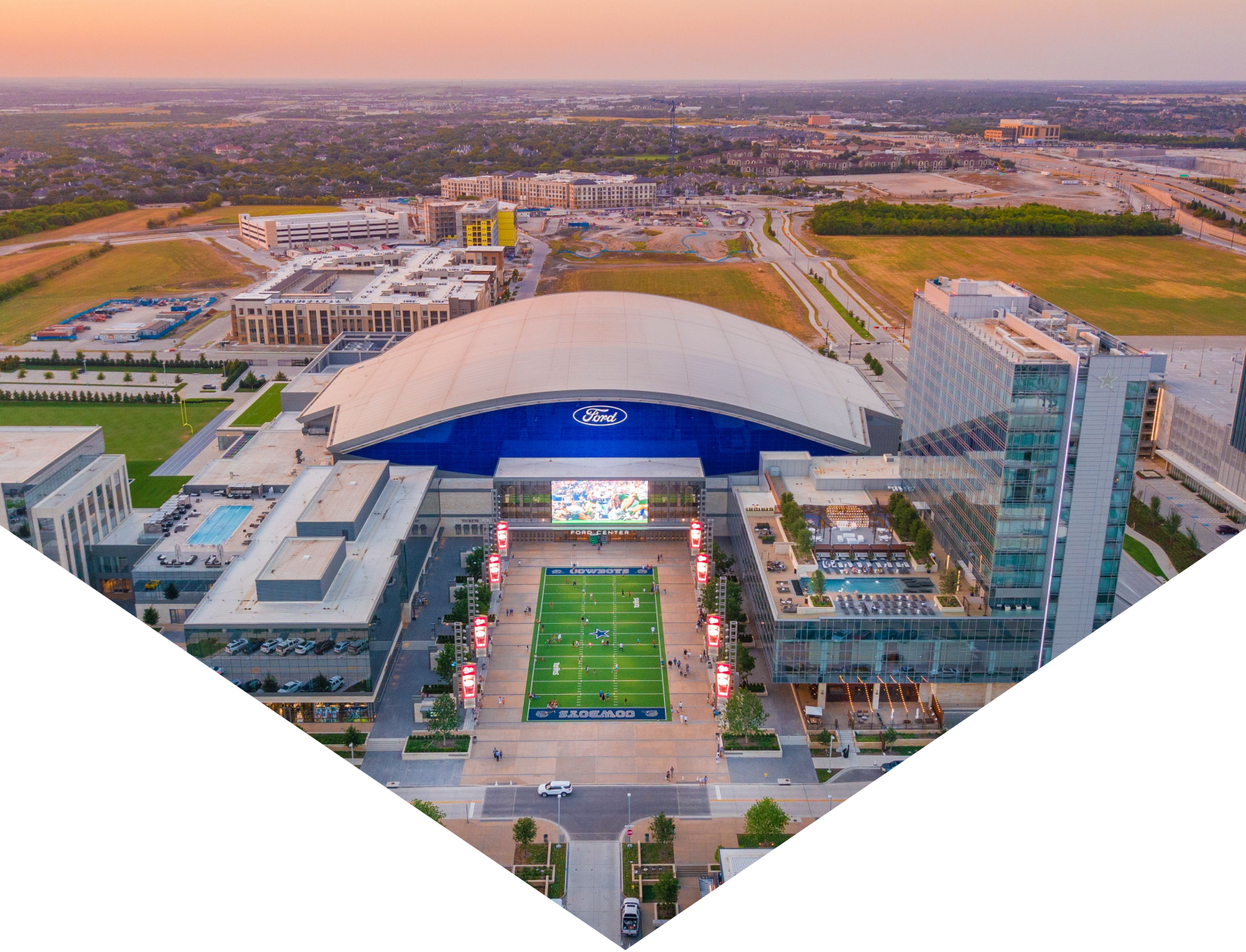


TEXAS ECONOMIC DEVELOPMENT COUNCIL



June 9th and 10th, 2021

2021 MID-YEAR CONFERENCE

OMNI HOTEL, FRISCO, TEXAS

@TexasEDC #TEDC2021



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Agenda

WEDNESDAY, JUNE 9TH

- 9:15-9:30 AM **Welcome and Opening Remarks** *The Star ABC Ballroom*
Greg Sims, President, Greenville Economic Development Corporation and TEDC 2021 Board Chair
- 9:00 AM-12:00 PM **Networking Lounge** *The Star D Ballroom*
- 9:30-10:30 AM **Life After COVID: Job Market Phenoma to Ponder Post Pandemic** *The Star ABC Ballroom*
Rich Froeschle, Senior Labor Market Economist, Texas State Technical College
The societal and economic challenge brought on by the COVID-19 pandemic and government's struggle to balance universal health, economic survivability, and personal freedoms will be remembered for decades to come. This discussion will offer thoughts on trends and behaviors that may be more permanently shaped by the events of 2020. Specifically, on how these trends will impact worker preparation and which industries and occupations will be most influenced.
- 9:30-10:30 AM **Discussion Forum: What Are the Challenges Texas Faces to Stay Competitive in Economic Development?** *Wynne Ballroom*
Facilitator: *Tom Mullins*, Principal, T.G. Mullins Consulting
- 10:45-11:45 AM **ConnectU2Jobs: How Texas is Transforming Justice and Work by Diverting Young Adults to Jobs** *The Star ABC Ballroom*
Moderator: *Kent Andersen*, Account Executive, Workforce Solutions Greater Dallas
Panelists: *Cynthia Brink*, Dallas County Community College District; *Courtney Chavez*, Deputy Director, Texas Department of Transportation; *Elizabeth Henneke*, Executive Director, Lone Star Justice Alliance; *Lawrence Texada*, Human Resources Business Partner, Webber, LLC
- 10:45-11:45 AM **Discussion Forum: The Changing Role of the Economic Developer Today and in the Future** *Wynne Ballroom*
Facilitator: *Dean Barber*, Principal, Barber Business Advisors
- 12:00-1:00 PM **TEDC Executive Committee Meeting**
- 1:00-4:00 PM **Networking Lounge** *The Star D Ballroom*
- 1:00-2:00 PM **New Market Tax Credits - Creative Approaches to Community Impacts** *The Star ABC Ballroom*
Casey Klein, Vice President of Development, TransPecos Development Corporation
The New Market Tax Credit Program (NMTC Program) can often times be a complicated and confusing tool to understand for driving community development. This presentation aims to break the cycle of confusing terms and structures and will simplify your ability to understand and utilize the NMTC with businesses in your local communities.
- 1:00-2:00 PM **Peer Panel: Award-Winning Workforce Projects: Update from Past Recipients of the TEDC's Workforce Excellence Award** *Wynne Ballroom*
Moderator: *Aaron Demerson*, Commissioner Representing Employers, Texas Workforce Commission
Panelists: *Ramiro Aleman*, Director of Business Recruitment, Greater Brownsville Incentives Corporation; *Christine Allen*, Director of Workforce Development, Lubbock Economic Development Alliance; *Alex Philips*, Economic Development Manager, City of Burleson; *Erin Rea*, Director of Strategic Planning, South Plains Workforce Board; *Audrey Schroyer*, Executive Director, Gainesville Economic Development Corporation
- 2:15-3:15 PM **Post-pandemic Real Estate Trends** *The Star ABC Ballroom*
Jon Roberts, Managing Director, TIP Strategies; *John Karras*, VP-Business Development, TIP Strategies
Real estate has always been central to economic development. But has COVID-19 changed the rules of the game? This session will challenge your assumptions about the future of commercial, industrial, and residential real estate.
- 2:15-3:15 PM **Discussion Forum: Navigating Politics in Economic Development** *Wynne Ballroom*
Facilitator: *Rusty Brockman*, Mayor, City of New Braunfels, TX
- 3:30-4:00 PM **Team Texas** *Wynne Ballroom*
Samantha Brown, Director, Team Texas
- 3:30-4:30 PM **The Greening of the Economy: The Future of Green Jobs for Economic Resilience** *The Star ABC Ballroom*
Chris Chmura, Ph.D., CEO and Chief Economist, Chmura Economics & Analytics
What is a green job? Dr. Chmura will explain why green jobs are already a player in the resilience of the Texas economy and why they will continue to increase. She will also discuss which Texas firms are hiring and why this is leading to more diversity in Texas industries and occupations.

Agenda

4:45-5:30 PM **Accessing the Texas Enterprise Fund: Best Practices For a Winning Application** *The Star ABC Ballroom*

Moderator: *Adriana Cruz*, Executive Director, Office of the Governor-Economic Development & Tourism
Panelists: *William Jackson*, Finance Specialist, Office of the Governor-Economic Development & Tourism;
Tom Long, Chief Development Officer, San Antonio Economic Development Foundation; *Misty Mayo*, CEO, Development Corporation of Abilene; *Larry McManus*, Director-Business and Community Development, Office of the Governor-Economic Development & Tourism;

5:30-6:30 PM **Networking Reception** *The Edge Pool Deck*
Sponsored by: **Addison Economic Development & Tourism**

THURSDAY, JUNE 10TH

7:30-8:30 AM **Breakfast** *The Star D Ballroom*
Sponsored by: **Gainesville Economic Development Corporation and Lindale Economic Development Corporation**

8:00-8:30 AM **2021 Workforce Excellence Awards Recognition** *The Star ABC Ballroom*

8:45-9:45 AM **Texas 2036 Legislative Priorities and Advocacy** *The Star ABC Ballroom*
Tom Luce, Founder & Chairman, Texas 2036

Texas 2036 is focused on envisioning a strong future for Texas through data and research, strategic action through planning, leadership and coalition-building and ensuring meaningful change through accountability.

9:00 AM-12:00 PM **Networking Lounge** *The Star D Ballroom*

10:00-11:00 AM **Be Effective Globally: Developing the Skills to Work Successfully Across Cultures** *The Star ABC Ballroom*

Anna Katrina Davey, Founder, Cultural Confidence

This interactive presentation will help participants develop awareness of their cultural conditioning and blind spots, recognize cultural variables and learn how to better leverage them in business outcome.

10:00-11:00 AM **Successful Collaborations and Industry-led Coalitions to Support Career Pathways and Enhance Workforce Opportunities** *Wynne Ballroom*

Moderator: *Greg Vaughn*, Executive Director, Texas Association of Workforce Boards;
Panelists: *Henry Florsheim*, President & CEO, Wichita Falls Chamber of Commerce; *Brandi Harrison Trotter*, Business Development Supervisor, Workforce Solutions North Central Texas; *Kent Sharp*, President, Sherman Economic Development Corporation

11:15 AM-12:15 PM **New Tools for A New Landscape: Anticipating Tomorrow's Workforce** *The Star ABC Ballroom*

Joseph Kopser, Co-Founder and Board Chair, US Tomorrow; *Veronica "Ronnye" Vargas Stidvent*, Executive Director, Center for Women in Law, University of Texas; *Janice Omadeke*, CEO and Founder, The Mentor Method

Join these workforce experts, systemic innovators and change agents to explore our evolving workforce landscape and the changing needs of the Texas economy. The conversation will illustrate both the looming workforce gap and our potential to overcome it. The panel will also introduce a new regional Future of Work stakeholder engagement template to ensure no community and no Texan is left behind.

11:15 AM-12:15 PM **Discussion Forum: Economic Development Strategies for Disaster Recovery and Sustainable Resilience** *Wynne Ballroom*

Facilitator: *David Dodd*, President & CEO, International Sustainable Resilience Center

1:00-3:30 PM **Networking Lounge** *The Star D Ballroom*

1:15-2:15 PM **TEDC Legislative and Economic Development Sales Tax Committees** *The Star ABC Ballroom*

Carlton Schwab, President & CEO, Texas Economic Development Council; *Sabrina Brown*, TEDC Legislative Consultant; *Kevin Carter*, Amarillo EDC and TEDC Legislative Committee Chair; *Arthur Mann*, Hillsboro EDC and TEDC Legislative Committee Vice Chair; *Jason Greiner*, Wylie EDC and ED Sales Tax Committee Chair; *Kevin Holzbog*, Decatur EDC and ED Sales Tax Committee Vice Chair

2:30-3:30 PM **TEDC Board of Director's Meeting** *Wynne Ballroom*

*Open to All Attendees



The live stream of the sessions in The Star ABC Ballroom is sponsored by:

Greenville Economic Development Corporation and Terrell Economic Development Corporation

Speakers



CHRIS CHMURA, PH.D.
CEO AND CHIEF ECONOMIST
CHMURA ECONOMICS &
ANALYTICS



ANNA KATRINA DAVEY
FOUNDER
CULTURAL CONFIDENCE



RICH FROESCHLE
SENIOR LABOR MARKET
ECONOMIST
TEXAS STATE TECHNICAL
COLLEGE



JOHN KARRAS
VICE PRESIDENT-BUSINESS
DEVELOPMENT
TIP STRATEGIES



CASEY KLEIN
VICE PRESIDENT OF
DEVELOPMENT
TRANS PECOS DEVELOPMENT
CORPORATION



JOSEPH KOPSER
CO-FOUNDER AND BOARD CHAIR
US TOMORROW



TOM LUCE
FOUNDER & CHAIRMAN
TEXAS 2036



JANICE OMADEKE
CEO AND FOUNDER
THE MENTOR METHOD



JON ROBERTS
MANAGING DIRECTOR
TIP STRATEGIES



VERONICA VARGAS STIDVENT
EXECUTIVE DIRECTOR
CENTER FOR WOMEN IN LAW
UNIVERSITY OF TEXAS

Moderators and Facilitators



KENT ANDERSEN
ACCOUNT EXECUTIVE
WORKFORCE SOLUTIONS
GREATER DALLAS



DEAN BARBER
PRINCIPAL
BARBER BUSINESS
ADVISORS



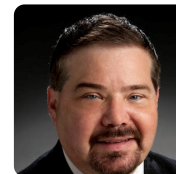
RUSTY BROCKMAN
MAYOR
CITY OF NEW
BRAUNFELS, TEXAS



ADRIANA CRUZ
EXECUTIVE DIRECTOR
OFFICE OF THE
GOVERNOR-ECONOMIC
DEVELOPMENT & TOURISM



AARON DEMERSON
COMMISSIONER
REPRESENTING
EMPLOYERS
TEXAS WORKFORCE
COMMISSION



DAVID DODD
PRESIDENT & CEO
INTERNATIONAL
SUSTAINABLE
RESILIENCE CENTER



TOM MULLINS
PRINCIPAL
T. G. MULLINS
CONSULTING



GREG VAUGHN
EXECUTIVE
DIRECTOR
TEXAS ASSOCIATION
OF WORKFORCE
BOARDS

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Upcoming Events



Online
DFW, TX
San Antonio, TX
Houston, TX
Austin, TX

August 13-27, 2021
September 17, 2021
October 1, 2021
November 5, 2021
December 3, 2021



Fort Worth, Texas
October 25-29, 2021



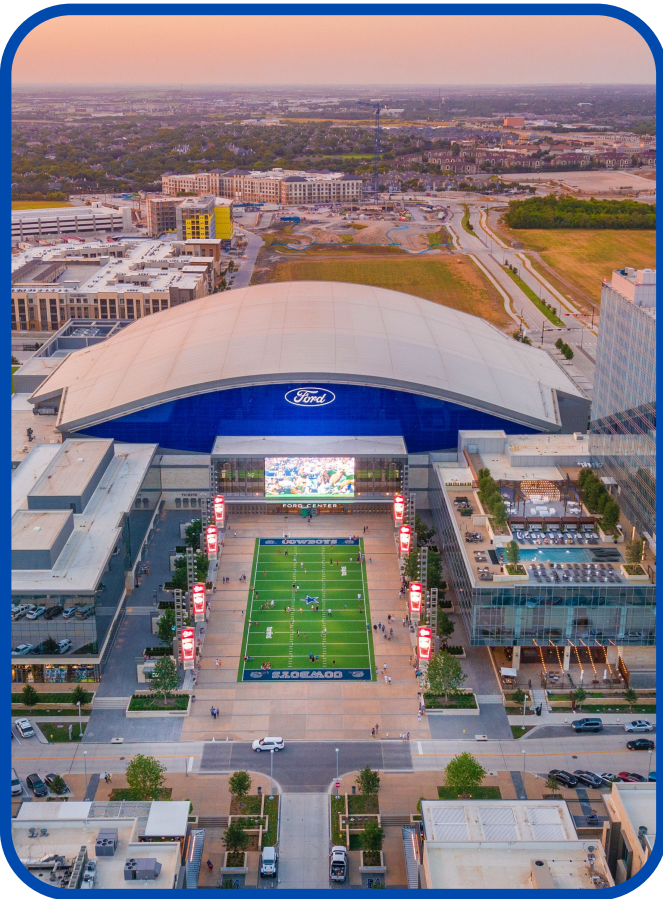
**2021
ANNUAL
CONFERENCE**
OCTOBER 13-15, 2021
FORT WORTH, TEXAS



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

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).

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