OCTOBER 13-15, 2021

TEDC 2021 ANNUAL CONFERENCE

Strength Under Pressure

Worthington Renaissance Hotel
Fort Worth, TX

TEXAS ECONOMIC DEVELOPMENT COUNCIL

TEDC

DIAMOND ANNIVERSARY – 60 YEARS (1961–2021)

Welcome to the TEDC's 2021 Annual Conference and 60th Diamond Anniversary

Greg Sims, CEO, Greenville Economic Development and TEDC 2021 Board Chair

On behalf of the TEDC and our Board of Directors, I want to thank you for participating in this year's Annual Conference – our 60th Anniversary Annual Conference.

As I am sure many of you know, the decision to host this conference live was entered into carefully and with the full support of the TEDC's Board of Directors. The past eighteen months have been a difficult time for our members, their communities, our colleagues, our families and the TEDC as an organization as a whole. We know the opportunity to get together to share ideas is critical to getting back to normal!

Our conference program is filled with an impressive lineup of speakers, topics and panel discussions. There's really something for everyone. For those of you who are not attending the conference in person, there is a live stream option as well – so you won't miss out on all of the great educational content and resources. Don't forget to visit all of the Exhibitors and have your Exhibitor Passport stamped in order to receive a 60th Anniversary gift from the TEDC.

The 2021-2022 Annual Sponsors and the Annual Conference Sponsors are vital to the success of our events. We 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.

Don't forget to bid on items in the online PAC Silent Auction. Since the auction is online you can bid even if you are participating in the conference via the live stream. The Silent Auction is the TEDC PAC's most important fundraiser of the year and the funds raised go a long way to supporting the goals and mission of the TEDC's Political Action Committee and the efforts of the TEDC's legislative consultant, Sabrina Brown.

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. Although these past several months have been unpredictable at times and definitely challenging for many, having the support and commitment of economic development professionals like you makes all the difference.

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, economic development legislative advocacy and creating lifelong friendships with the best marketers and deal makers in the U.S. So, stay engaged - we need you!

Please join me in thanking our great TEDC Staff of Carlton, Amy, Abi, Carissa, Samantha, former TEDC staff member, Crystal and let's not forget Cooper and Miles. Thank you for your support of the Texas Economic Development Council. And, thank you for joining us in celebrating the TEDC's Diamond Anniversary. Keep up the great work and may God bless you, TEDC and our great state of Texas!

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Conference Agenda

Tuesday, October 12th

12:00-5:00 PM — Annual Golf Tournament at Waterchase Golf Club

Wednesday, October 13th

8:30-10:30 AM — **Future Leaders Training Seminar: Accessing, Selecting and Developing Talent-Emerging Leaders and Leader Development** — Bur Oak

***J. Craig Flowers**, Founder, The Sideline Leadership Company*

9:00-10:00 AM — **TEDC Executive Committee Meeting** [Executive Committee Members Only]

10:00-10:45 AM — **MBA/Graduate Certificate in Economic Development Joint Program** — Elm Fork

***John Hubbard, Ph.D.**, CEcD, EDFP, Business Lecturer, University of North Texas at Dallas; **Chad Miller, Ph.D.**, Professor of Economic Development, The University of Southern Mississippi; **Cathy Scott, Ph.D.**, Associate Professor-School of Business, University of North Texas at Dallas; **Karen Shumway, Ph.D.**, Dean-School of Business, University of North Texas at Dallas*

Learn about the new MBA/Graduate Certificate in Economic Development Program offered by The University of North Texas at Dallas (UNTD) and The University of Southern Mississippi (USM). The hybrid program is designed for working professionals with most of the study taking place online, allowing students the convenience of studying whenever and wherever they want.

10:00 AM-7:00 PM — **Exhibits Open** — Grand Ballroom Foyer

11:00-11:15 AM — **Welcome and Opening Remarks** [LS] — Brazos

***Greg Sims**, 2021 TEDC Board Chair and President, Greenville Economic Development*

11:15 AM-12:15 PM — **The Power of the Growing Texas Life Science Ecosystem** [LS] — Brazos

***Ann Tanabe**, CEO, BioHouston, **Thomas Kowalski**, President & CEO, Texas Healthcare and Bioscience Institute; **Tracey Davies,** Chief Strategic Initiatives and Chief Intellectual Property Officer, CPRIT*

The life science industry in Texas includes thousands of private firms employing tens of thousands of workers, dozens of world-class research universities and institutions with an increasing expertise in commercialization and technology transfer, a burgeoning life sciences investment ecosystem, significant state support programs, a growing network of economic development organizations focused on the life sciences, and the largest medical complex in the world.

11:15 AM-12:15 PM — **Maximizing Your Organizations Funding Impact** — Elm Fork

***Andy Coe**, Principal, Convergent Nonprofit Solutions*

Economic development organizations across the country are implementing innovative strategies to stimulate their local economies. Join us in this session to hear (1) real-life examples of new trends in EDO funding; (2) the outcomes resulting from impactful EDO initiatives within their communities; and (3) how your EDO can take advantage of the current economic environment to fund additional programs.

12:15-1:30 PM — **Lunch on your own and networking**

LIVE

Live Streamed sessions will be in the Brazos and Pecos meeting rooms only and are indicated on the agenda with a "LS". Live stream sponsored by: Development Corporation of Abilene, Greenville EDC, City of Forth Worth and The PACE Group.

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Wednesday, October 13th

1:30-2:30 PM **The Long and Winding Road: Rebuilding Post-Pandemic Local Economies** [LS] Brazos

Erik Pages, Ph.D. *President, Entreworks Consulting*

Communities across Texas (and around the world) are undergoing a long, and often painful, recovery from the economic shocks generated by the COVID-19 pandemic. What can communities and economic development organizations do to support an economic recovery that is both successful and inclusive? This session will discuss effective strategies for building a more resilient local economy built on innovation, entrepreneurship, and creativity.

1:30-2:30 PM **The Most Important Element of Your Economic Development Website** Elm Fork

Dave Parsell*, CEO, Localintel*

During this fast moving and engaging session, economic developers will learn what it takes to stand out from the crowd and what they need to prioritize when promoting their location to site selectors. The session will also cover why every economic development website needs a "Why Us" section; what site selectors want to see and best practice examples.

2:30-3:00 PM **New Member Orientation** [Open to all attendees] Elm Fork

Networking Break [Sponsored by: Marble Falls EDC, Sulphur Springs EDC and Victoria EDC]

3:00-4:00 PM **Fatal Attraction: Solely focusing on new business attraction is killing your community** [LS] Brazos

Mark Hays*, Director of Business Development, SizeUp*

This presentation will share how Economic Development Organizations have expanded their services from primarily trying to attract new businesses to investing in businesses already located in their communities. Attendees will learn specific data and examples about how you can better attract new talent, accelerate growth of existing businesses and add jobs through supporting entrepreneurship.

3:00-4:00 PM **Sustainment –Expanding Texas Manufacturing [and its Ecosystem] Through Innovative Technologies and Inclusive Networking** [LS] Pecos

Steve Carroll*, SVP-Business Development, Sustainment Technologies*

Sustainment's contemporary and unique approach to connecting US manufacturers to each other and their support ecosystem is the right solution at the right time to bolster US SME manufacturers, strengthen supply chains, and provide economic developers with the tools and up-to-date information they need to promote their regional manufacturing base.

4:15-5:15 PM **Chapter 313: Where do we go from here?** [LS] Brazos

Moderator: ***Wesley Burnett****, Director-Project Integration, Nacero*

Panelists: ***Dale Craymer****, President, Texas Taxpayers and Research Association;* ***Tommy Kurtz****, Corpus Christi Regional Economic Development Corporation*

One of the most important incentive tools available for economic development in Texas, Chapter 313 of the Texas Tax Code, will expire December 31, 2022. The program was not renewed during the 87th Texas Regular Legislative Session. Without Chapter 313, how does Texas compete for large capital incentive projects? What can economic developers do to help ensure that Chapter 313 is not lost forever?

5:30-6:45 PM **Networking Reception** [Sponsored by: Irving Economic Development Partnership]

Thursday, October 14th

7:00-8:00 AM **Breakfast** [Sponsored by: Bonham EDC and Borderplex Alliance] Terrace and Rio Grande

7:30 AM-5:00 PM **Exhibits Open** Grand Ballroom Foyer

8:00-8:15 AM **TEDC Future Leaders Training Program Graduation** [LS] Brazos

Join us in recognizing the first graduates of the TEDC's Future Leaders Training Program

8:15-9:15 AM **Finding Success in the State RFI Process for Economic Development Organizations** [LS] Brazos

***Adriana Cruz**, Executive Director-Economic Development & Tourism; **Larry McManus**, Director-Business and Community Development; **Annie Calandruccio**, Project Development Coordinator, Office of the Governor, State of Texas; **Tony Schum**, Director-Site Selection & Incentives Advisory, Duff & Phelps*

Learn how to effectively respond to economic development site search requests from the Economic Development and Tourism Office in the Office of the Governor.

8:15-9:15 AM **Economic Development Marketing Trends: A New Perspective** [LS] Pecos

***Warren Westcott,** Vice President of Sales, Golden Shovel Agency; **Audrey Anderson,** Director of Marketing and Communications, Golden Shovel Agency*

Golden Shovel will identify some of the latest digital marketing techniques in the economic development world. These trending techniques will place you among many of the best EDOs and make your community shine. In this panel, our presenters will cover inbound marketing strategies, lead generation, interactive virtual tours, social media best practices, and targeting your ideal audience.

9:30-10:30 AM **Where We Are and Where We're Headed** [LS] Brazos

***Evan Smith,** CEO & Co-Founder, The Texas Tribune*

10:45-11:45 AM **How Elite Teams Win** [LS] Brazos

***J. Craig Flowers**, Founder, The Sideline Leadership Company*

The most elite teams in the world possess a commitment to precise and unique behavior. During times of success or failure, they operate from an agreed upon and rehearsed set of standards and principles. Their self-awareness is authentic, relentless and selfless. How they communicate, verbally and non-verbally, is trained and developed. We will analyze and describe what each of us can learn from these incredibly committed team members.

11:45-1:00 PM **Luncheon and Networking** Terrace and Rio Grande

[Sponsored by Emsi/burning glass, Gainesville EDC and Lindale EDC]

1:00-1:40 PM **Community Economic Development Award Recognition** [LS] Brazos

1:45-2:45 PM **60 Years and Counting: The Past, Present and Future of Economic Development** Brazos

***Ray Perryman, Ph.D.,** President, The Perryman Group* [LS]

Join Dr. Perryman, renowned economist, as he shares his thoughts on the past, present and future of economic development. As the TEDC celebrates our 60th Diamond Anniversary, this session will highlight how economic development has changed over the past six decades and what to expect in the coming years.

2:45-3:15 PM **Networking Break** [Sponsored by: City of Cuero, Golden Shovel Agency, Harlingen EDC and University of North Texas/University of Southern Mississippi]

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Thursday, October 14th

2:45-3:15 PM **Team Texas: The Whole Nine Yards** [LS] — Pecos

3:15-4:15 PM **Peer Panel: Economic Development Incentives: Policies, Procedures, Guidelines and Best Practices** [LS] — Brazos

Moderator: ***Misty Mayo****, CEO, Development Corporation of Abilene:*
Panelists: ***Kevin Carter****, EDFP, President, Amarillo Economic Development Corporation;* ***Christian Fletcher****, CEcD,* ***Raudel Garza,*** *CEO, Harlingen Economic Development Corporation;* ***Danielle Scheiner****, PCED, Executive Director, Conroe Economic Development Council*
This group of professionals will discuss their perspective on best practices and lessons learned for managing economic development incentives for projects.

3:15-4:15 PM **The Impact of COVID-19 on the Retail Industry and What's Next for Retail** [LS] — Pecos

Aaron Farmer, *President, The Retail Coach*
Join The Retail Coach as we examine the impact of Covid-19 on the retail industry and what's next for retail. We will look at new retailer and restaurant concepts, new retail site selection criteria, and what economic development professionals can be doing to make sure your community stands out above the rest.

4:30-5:30 PM **The TEDC at 60: Perspectives from Recent Past Board Chairs** [LS] — Brazos

Moderator: ***Dale Fowler****, CEcD, Economic and Business Development Manager, AEP [Chair 2020]*
Panelists: ***Greg Last****, CEcD, CEO, EDP Best Practices [Chair 2012];* ***John Osborne****, CEO, Lubbock Economic Development Alliance [Chair 2016];* ***Fred Welch****, CEcD, Consultant, Greater Houston Partnership [Chair 2017];* ***Karen Dickson****, CEcD, Economic Development Manager, Lower Colorado River Authority [Chair 2019]*

4:30-5:30 PM **Using SitesOnTexas 3.0 - Data driven answers for your location questions** [LS] — Pecos

Economic Development Marketing Trends: A New Perspective
Ben Wilson, *Director of Sales, CCIM Institute;* ***Michael Greene****, Program Manager, TEEX Knowledge Engineering Center, Texas A&M University*
This session will provide information on resources available to help make better location decisions. Whether that is helping clients determine the best location for their business, helping to strategically plan for economic growth, or to match up skills of constituents with fulfilling and engaging employment opportunities, the presentation will show how using technology allows users to make better data driven decisions.

5:00 PM **Exhibits Close** — Grand Ballroom Foyer

5:30-7:00 PM **TEDC 60th Anniversary Networking Reception** — Terrace and Grand Ballroom Foyer

Friday, October 15th

7:15-8:00 AM **Breakfast** [Sponsored by: McKinney CDC and McKinney EDC] — Terrace and Rio Grande

8:00-9:00 AM **Keynote Presentation and Fireside Chat** [LS] — Brazos

Senator Beverly Powell, *District 10, Texas Senate*

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Friday, October 15th

9:15-10:15 AM — **Texas Employers: What They Really Want and Need!** [LS] — Brazos

*Moderator: **Aaron Demerson**, Commissioner Representing Employers, Texas Workforce Commission*
*Panelists: **Reyna Sanchez**, VP of Compensation & Benefits, Six Flags Entertainment Corporation; **Michael Dean**, Senior Manager of Recruiting, Elbit Systems of America*
Employers world-wide have faced many challenges and many have unique needs as they continue to navigate running a business during the pandemic and beyond. Come and hear from employers as they discuss the top three priorities associated with their direct needs as well as what a state and local community must do in order to bring and keep them here in Texas.

10:30-11:30 AM — **Peacemaking While Deal Making: Ideas for Citizens, Companies, & Couples** — Brazos

***Ed Riggins**, CCIM, SIOR, Commercial Real Estate Speaker and Trainer, Riggo & Company*
The adage "wherever you go, there you are" points out the need for each of us to work on becoming our best selves. This program will help you to deal more skillfully with others when conflict inevitably arises by helping you to focus on the one thing you can control: your own reactions.

11:45 AM-12:45 PM — **Annual Meeting and Board Meeting** [Open to all in-person attendees] — Brazos

Keynote Speakers

Aaron Demerson
Commission Representing Employers
Texas Workforce Commission

Senator Beverly Powell
District 10
Texas Senate

J. Craig Flowers
Founder
The Sideline Leadership Company

Ed Riggins, CCIM, SIOR
Commercial Real Estate Speaker
and Trainer
Riggo & Company

Ray Perryman, Ph.D.
President
The Perryman Group

Evan Smith
CEO and Co-Founder
The Texas Tribune

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INTERNATIONAL 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).

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2022 Mid-Year Conference
JUNE 22-24
CORPUS CHRISTI, TEXAS

2022 Annual Conference
OCTOBER 19-21
SAN ANTONIO, TEXAS

2023 Legislative Conference
FEBRUARY 22-24
AUSTIN, TEXAS

2023 Mid-Year Conference
JUNE 21-23
ALLEN, TEXAS

2023 Annual Conference
OCTOBER 4-6
HOUSTON, TEXAS

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Thank you for your support of the TEDC .
Cheer to another 60 Years!