



OCTOBER 11-13  
2023

# ANNUAL CONFERENCE

JW MARRIOTT HOTEL  
5150 WESTHEIMER ROAD  
HOUSTON, TX



TEXAS ECONOMIC DEVELOPMENT COUNCIL

@TEXASEDC #TEDC23

# TEDC 2023 ANNUAL CONFERENCE

## Welcome to Houston and the TEDC's 2023 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 Houston, Texas! Our conference program is filled with an impressive lineup of speakers, session topics, panel discussions and more than 30 exhibitors. There's really something for everyone...and plenty of networking opportunities.

Our 2023-2024 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.

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 contribute to a pro-economic development environment in our state.

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. Our membership continues to grow each year. In fact, the TEDC reached a milestone this past month by adding our 1,000th member!

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. Thank you again for your support of the Texas Economic Development Council and for attending this year's Annual Conference.



**Ray Dunlap**

President, Terrell Economic  
Development Corporation and  
TEDC 2023 Board Chair

# Conference Sponsors

## Happy Hour Sponsor



## Thursday Breakfast Sponsors



## Friday Breakfast Sponsors



## Networking Lounge Sponsor



## Networking Break Sponsors



## Community Sponsors

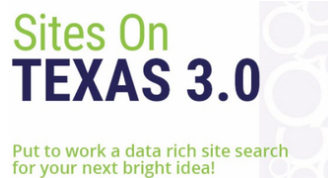
- Copperas Cove Economic Development Corporation
- Decatur Economic Development Corporation
- DeKalb Economic Development Corporation
- Development Corporation of Stamford
- Economic Alliance for Brazoria County
- Guadalupe Valley Electric Cooperative (GVEC)
- Henderson Economic Development Corporation
- Lindale Economic Development Corporation
- Pearland Economic Development Corporation
- Sanger Economic Development Corporation
- The Woodlands Economic Development Partnership

## Golf Tournament Sponsor





# Exhibitors



# 2023-2024 Annual Sponsors

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# TEDC 2023 ANNUAL CONFERENCE

## Wednesday, October 11th

7:15 AM	<b>Annual Golf Tournament</b> , Hermann Park Golf Course, Houston, Texas	
8:30 AM	<b>TEDC Registration Open</b>	<i>Sam Houston</i>
9:00-10:30 AM	<b>Future Leaders Training Seminar</b> <i>[FLT Program Participants Only] [Separate registration required]</i>	
10:45-11:30 AM	<b>Communications Committee Meeting</b> <i>[Open to All]</i>	<i>Navarro</i>
11:00 AM-6:00 PM	<b>Exhibits Open</b>	<i>Lamar, Foyers, Sam Houston</i>
11:30 AM-12:45 PM	<b>Executive Committee Meeting</b> <i>[Executive Committee Members Only]</i>	
1:00 PM	<b>Welcome &amp; Opening Remarks</b> <b>Ray Dunlap</b> , TEDC 2023 Board Chair and President, Terrell EDC	<i>Grand Ballroom BC</i>
1:05-2:00 PM	Opening Keynote <b>The Texas Triangle: An Emerging Power in the Global Economy</b> <b>Henry Cisneros</b> , Chairman, American Triple I Partners Nowhere in the United States is there a tight grouping of such significantly ranked cities as Houston (#4 by population), San Antonio (#7), Dallas (#9), Austin (#10), and Ft. Worth (#13). These cities are linked by proximity, by commerce and trade, by culture, and by the legal framework of one state, Texas. Together their metropolitan areas comprise 66% of the population of Texas and 77% of the state's GDP. Their economic power and demographic weight reaches beyond Texas and will increasingly be felt nationally and globally.	<i>Grand Ballroom BC</i>
2:00-3:00 PM	<b>Solutions to Texas' Water Crisis</b> Moderator: <b>Patti Worfe</b> , President and CEO, Economic Development Alliance for Brazoria County Panelists: <b>Judge Matt Sebesta</b> , Brazoria County Judge; <b>John Niland</b> , Vice President, New Technology Development, Invenergy; <b>Robert Mace</b> , Executive Director, The Meadows Center for Water and the Environment; <b>Carlos Rubinstein</b> , Principal of RSAH20, LLC A water crisis is looming in Texas, but innovative solutions can provide a much-needed buffer against water scarcity. Learn how seawater desalination and other new technologies can help ensure that Texas has the water it needs to maintain its record setting growth.	<i>Grand Ballroom BC</i>
2:00-3:00 PM	<b>The Current State of Retail in Texas</b> <b>Aaron Farmer</b> , President, The Retail Coach Aaron will explore the current state of the retail environment in Texas. As the retail industry continues to evolve, economic developers must stay up to date on changing trends and opportunities in the industry. Join The Retail Coach as they discuss what steps economic developers can take to ensure their community capitalizes on retail opportunities in the coming years.	<i>Grand Ballroom A</i>
3:00-3:30 PM	<b>First Time Attendee TEDC Conference Welcome</b>	<i>Navarro</i>
3:00-3:30 PM	<b>Networking Break</b> <i>Sponsored by: City of Edinburg, Matagorda County EDC, Southeast Texas EDF and Taylor EDC</i>	<i>Lamar and Foyers</i>
3:30-5:30 PM	<b>Networking Lounge Open</b> <i>Sponsored by: DeSoto EDC</i>	<i>Navarro</i>

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## Wednesday, October 11th

- 3:30-4:30 PM      **Planning for the Future: State of Texas Economic Development Strategic Plan Update**      *Grand Ballroom BC*  
Moderator: **Adriana Cruz**, Executive Director, Office of the Governor-Economic Development & Tourism  
Panelists: **Stephen Davis**, Lead Researcher, Office of the Governor, Economic Development and Tourism; **Erin Hutchins**, Partner, Guidehouse, State and Local Government
- 3:30-4:30 PM      **Keeping PACE with \$400 Million in Energy and Water Saving Investments in Texas**      *Grand Ballroom A*  
Moderator: **Charlene Heydinger**, President, Texas PACE Authority  
Panelists: **Mike Culbertson**, CEO, Corpus Christi Regional EDC; **Sara Harris**, Executive Director, Midland Development Corporation; **Remie Ramos**, Executive Director, Fort Stockton EDC  
Texas Property Assessed Clean Energy has facilitated over \$400 million in energy and water-saving investment in commercial, industrial, and multi-family properties at no cost to local governments. PACE financing is making redevelopment of vacant property possible. Learn how your community can add this tool to your economic development tool kit for business expansion and retention.
- 4:30-5:15 PM      **Place-based Innovation: Connecting the Dots Between University Research and Economic Development**      *Grand Ballroom BC*  
Panelists: **John Karras**, VP-Business Development, TIP Strategies; **Katrina Parkey**, Consultant, TIP Strategies; **Matt Parson**, Assistant Commissioner-Workforce Innovation, Texas Higher Education Coordinating Board; **Ann Tanabe**, CEO, BioHouston  
The Texas Higher Education Coordinating Board and TIP Strategies are developing a tech innovation and commercialization plan to streamline the technology transfer process at Texas universities and enhance the state's innovation ecosystem. The panel will offer practical ways to strengthen partnerships with universities, explore ideas to retain the economic benefits of university research within the state and share best practices learned from engaging investors and entrepreneurs.
- 4:30-5:15 PM      **New to Economic Development Discussion Forum**      *Grand Ballroom A*  
Moderator: **Heather Ledbetter**, Economic Development Manager, Oncor  
Panelists: **Broderick Green**, Executive Director, Arlington EDC; **Elizabeth Huff**, Director, City of Sugar Land; **Nathan Tafoya**, Executive Director, CECD, Mount Pleasant EDC  
Join your economic development peers and colleagues for this session specifically designed for economic developers new to the profession.
- 5:30-6:30 PM      **Happy Hour**      *Lamar and Foyers*  
*Sponsored by: City of Bonham/Bonham EDC*

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# TEDC 2023 ANNUAL CONFERENCE

## Thursday, October 12th

- 7:00-8:00 AM **Breakfast and Networking** *Lamar and Foyers*  
*Sponsored by: Greater Houston Partnership, Lone Star College/CDI Texas*
- 7:00 AM-5:30 PM **Exhibits Opens** *Lamar and Foyers*
- 8:00-9:00 AM **Crafting Local Talent: How to Build Your Workforce** *Grand Ballroom ABC*  
**Nathan Foss**, Labor Market Analytics Expert, Lightcast  
With workforce shortages across the country, many regions are looking for new ways to improve and expand their workforces. Looking outside the traditional methods, Lightcast uses skill-based data to help regions identify how to best serve the needs of businesses in their region, as well as businesses looking to move to their region.
- 8:00-8:30 AM **Team Texas Meeting** *Harris/Hildago/Navarro*
- 8:30-9:15 AM **New to Economic Development Discussion Forum** *Harris/Hildago/Navarro*  
Moderator: **Craig Rhodes**, Senior Director-Regional Economic Development, Greater Houston Partnership  
Panelists: **Kristina Collins**, SVP-Economic Development, Greater Waco Chamber of Commerce; **Raudel Garza**, Executive Director, Edinburg EDC; **Kelly Violette**, Executive Director, Tomball EDC  
Join your economic development peers and colleagues for this session specifically designed for economic developers new to the profession.
- 9:00-9:15 AM **Coffee Break** *Lamar and Foyers*
- 9:15 AM-12:15 PM **Networking Lounge Open** *Bexar/Travis*  
*Sponsored by: DeSoto EDC*
- 9:15-10:15 AM **Why Economic Developers Need to Think Like Software Developers (Master Class)** *Grand Ballroom ABC*  
**Anatalio Ubalde**, CEO, SizeUp and Founder, GIS Planning  
Economic developers don't need to be software developers, but today, they need to think like them for success. We all live in an information economy in which entrepreneurial software thinking is transforming and disrupting the way we work, live, and achieve our goals. This talk will blow your mind and make you reconsider how you do the economic development work you are doing. Anatalio will share how economic developers can leverage software thinking to radically improve your personal and organizational performance.
- 9:15-10:15 AM **How Carbon Capture and Energy Innovation Power Economic Development** *Harris/Hildago/Navarro*  
Moderator: **Jeremy Mazur**, Senior Policy Advisor, Texas2036  
Panelists: **Sophie Cunningham**, Senior Director for HETI, Greater Houston Partnership; **Brett Kerr**, VP for External Affairs, Calpine; **Carrie Lalou**, VP of Global Sales, Linde; **Tom Manskey**, Director of Economic Development, Odessa Chamber of Commerce  
As the world transitions to the next generation of energy development, leaders in the industry are implementing innovative technology like carbon capture and storage, with massive environmental and economic benefits for Texas. Join us to learn how the state's energy sector is driving job creation and can lead the future of the oil and gas industry as the world looks for sustainable energy solutions.



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- 10:15-11:15 AM **Texas Global Competitiveness: Let's Get Real, Reflect and Reset** *Grand Ballroom ABC*  
**Robert "Bob" Hess, Vice Chairman, Global Strategy, Newmark**  
Bob will share his expertise and insight in trends in site selection, global competitiveness and factors affecting corporate decision-making in today's economy. Also, Carlton Schwab and Bob Hess will have a discussion on how Texas can position itself for economic development success.
- 11:15 AM-12:15 PM **Designing the Business and Industrial Parks of the Future** *Harris/Hildago/Navarro*  
Moderator: **Sean Garretson**, Austin Area Market Leader/Senior Planner, Stantec  
Panelists: **George Halkias**, VP, Industrial Buildings, Distribution & Logistics Market Leader, Stantec; **Kez Udezue**, VP-Global Head of Development, Planning, Performance and Innovation, Prologis  
Not only are sustainably designed business and industrial parks important to operators, developers, and industry, but also the labor force working in them finds it highly desirable. In this session, you will learn about several sustainable business and industrial parks, their successes and missteps.
- 12:15-1:45 PM **Community Economic Development Award Luncheon** *Grand Ballroom ABC*  
Recognition of the nominees and recipients of the 2023 Community Economic Development Award
- 1:45-5:45 PM **TEDC PAC Silent Auction Open** *Sam Houston*
- 1:45-4:00 PM **Networking Lounge Open** *Bexar/Travis*  
*Sponsored by: DeSoto EDC*
- 1:45-2:45 PM **How to Make a Big Impact with a Small Marketing Budget** *Harris/Hildago/Navarro*  
**Dave Parsell**, CEO, Localintel; **Erik Halvorson**, CEO EDsuite  
This session is designed for economic developers seeking to attract businesses, investors, and talent to their communities. Participants will discover the critical importance of identifying and understanding their target audience, the cornerstone of effective marketing. Attendees will learn to maximize marketing impact with limited resources. From precision targeting to tailored messaging, this session equips economic developers with practical marketing strategies to foster sustainable growth and success in their communities.
- 2:45-3:15 PM **Networking Break** *Lamar and Foyers*  
*Sponsored by: Lone Star PACE, Texas Regional Bank, TIP Strategies and Tomball EDC*
- 3:15-4:15 PM **The Red Pill or Blue Pill: Navigating the Dichotomy in AI** *Grand Ballroom ABC*  
**Sharon Gai**, Author, E-Commerce and AI Expert  
AI is rapidly changing the way businesses operate, and compete, and is revolutionizing the way we work. In this session, Sharon will discuss the transformative effects of AI on business and explore the tremendous opportunities and challenges it presents. She will share how businesses of all sizes can leverage AI to gain a competitive edge, streamline processes, and make data-driven decisions. She will also unravel the intricate web of anxiety, social isolation, and job displacement that may arise from these technological advancements. In this session, you will gain insights and perspectives that will enable you to navigate the complex landscape of AI and position your organization for success in the future.



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## Thursday, October 12th

- 4:15-5:15 PM **Stay in the Deep End** *Grand Ballroom ABC*  
**Daron K. Roberts**, Former NFL Coach and Founder, Center for Sports Leadership & Innovation  
Complacency is the enemy. In this talk, Daron identifies the symptoms of complacency and provides a roadmap to propel your team into the win column.
- 4:30-5:00 PM **TEDC Resiliency Hub Reveal** *Harris/Hildago/Navarro*  
**Tony DeLisi**, Senior Manager, EY Economic Development Advisory Services  
Learn about the TEDC's new Resiliency Hub website highlighting four case studies around the state that exemplify resilience and sustainability through white papers, videos, and podcasts.
- 5:15-5:45 PM **PAC Silent Auction Final Bids** *Sam Houston*
- 5:30 PM **Exhibits Close** *Lamar and Foyers*
- 5:30-7:00 PM **Networking Reception** *Lamar, Foyers and Bexar/Travis*

## Friday, October 13th

- 7:00-8:00 AM **Breakfast and Networking** *Grand Ballroom ABC*  
*Sponsored by: Greenville EDC, Levelland EDC and Mount Pleasant EDC*
- 7:00-10:00 AM **Exhibits Opens** *Lamar and Foyers*
- 8:00-9:00 AM **Economic Development 4.0 Site Selection** *Grand Ballroom ABC*  
**Mike Grella**, Founder, Grella Partnership Strategies  
With the proliferation of electric vehicles, autonomous vehicles, battery storage, artificial intelligence, machine learning, robotics, and other advanced technologies, both site selectors and communities are adapting to new and evolving requirements related to power and water, renewable energy, dark fiber, and workforce. This session will discuss best practices, challenges, and opportunities to successfully support "Economic Development 4.0" investment projects including advanced and cleantech manufacturing, EV and batteries, chip fabrication, and data centers.
- 9:00-9:15 AM **Coffee Break** *Lamar and Foyers*
- 9:15-10:15 AM **Personal Branding for Better Business Development** *Grand Ballroom ABC*  
**Guillermo Mazier**, SVP-Global Business, FDi Intelligence and Financial Times  
Discover the transformative potential of personal branding in the realm of business attraction. Learn from real-world examples and expert insights on how a well-defined personal brand can foster trust, connection, and opportunity in the business landscape. Gain a clear understanding of how to leverage your personal brand to drive better business development outcomes. Uncover the strategic importance of personal branding in the context of economic development.
- 10:15-11:15 AM **Energy, Climate, Life Sciences, Inflation, Interest Rates, Demographics, Education, and Whatever Else Happens to be in the News – Thoughts on the Texas Economy of Tomorrow** *Grand Ballroom ABC*  
**Ray Perryman**, Ph.D., President, The Perryman Group
- 11:15 AM-12:15 PM **TEDC Annual Meeting & Board of Director's Meeting [Open to All]** *Harris/Hildago/Navarro*

**SAVE**  
**THE**  
**DATES**



**2024 Winter Conference**

Hilton Hill Country Resort  
San Antonio, TX  
**February 21-23, 2024**



**Texas Women in Economic  
Development Conference**

Austin Marriott North  
Round Rock, TX  
**April 23-24, 2024**



**2024 Mid-Year Conference**

Margaritaville Resort  
Conroe, TX  
**June 5-7, 2024**



**2024 Annual Conference**

Dallas Marriott Quorum  
Addison, TX  
**October 23-25, 2024**



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