



# TEDC Mid-Year Conference

Plano | June 17, 2026



# About Us

# ECONOMIC LEADERSHIP



**WE BUILD BETTER  
ECONOMIC LEADERS**

**Information – Insight – Ideas – Strategy – Skills**



**ECONOMIC  
LEADERSHIP**



# PLACE BASED COMPETITIVENESS





ECONOMIC  
LEADERSHIP

# ECONOMICALLY COMPETITIVE.

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A **place** is economically competitive when it can **attract, grow, and retain** businesses, talent, investment, and innovation while improving the standard of living for its residents over time.



BUSINESSES



TALENT



INVESTMENT



INNOVATION

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ATTRACT. GROW. RETAIN. IMPROVE.

---

**Creating more opportunity.** Growing incomes and wealth.  
A place where businesses and people **choose** to locate,  
stay, and expand.

# Eli Lilly at Generation Park

Houston, Texas



**Generation Park**  
401 followers  
3w •

Proud to celebrate the grand opening of San Jacinto College's Center for Biotechnology at Generation Park. As the exclusive NIBRT provider for the southern U.S., this hands on, GMP-simulated facility fast tracks a skilled biomanufacturing workforce and strengthens Houston's life sciences ecosystem. We are grateful for our partnership with [San Jacinto College](#) and [NIBRT National Institute for Bioprocessing Research and Training](#)

Read all about the facility here: <https://bit.ly/4mLeOQz>

#GenerationPark #SanJacintoCollege #NIBRT #Biomufacturing  
#HoustonInnovation



**Houston developer says landing major Eli Lilly campus enables his late father's legacy to live on**

Ryan McCord, who worked with his dad, considers Lilly's plans an investment catalyst



GENERATION PARK

"Our partnership with San Jacinto College reflects years of thoughtful planning to create a fully integrated community where Houston's life sciences industry can grow and thrive. Central to that vision is a skilled workforce ready to support the influx of life science companies, like Eli Lilly, at Generation Park."

**–Ryan McCord, Chief Executive Officer for McCord Development**

# One Bridgeland Green

Cypress, Texas



**Jim Carman** • 1st  
President, Texas Region at Howard Hughes Communities  
10mo • 🌐

A Milestone Moment for a Milestone Project! 🎉

The excitement is through the roof as we celebrate the stunning mass timber structure at One Bridgeland Green—and I'm not sure we have had a more beautiful Topping Out!

This is the FIRST mass timber office building in Houston! While this innovative product type might be more common in other parts of the world, it's making a bold debut here, and we couldn't be prouder.

**Bridgeland** is not just building spaces; we're shaping the future. This project highlights our commitment to innovation, sustainability, and creating something truly extraordinary. 🌱🌍

I can't wait to share more updates as we bring this landmark project to life—from interiors to the final touches!

#Bridgeland #MassTimber #Innovation #ToppingOut #Sustainability #MakingHistory Howard Hughes Communities





Commercial Real Estate

### Howard Hughes breaks ground on Houston's first mass timber office building in Bridgeland





453 27 comments - 2 reposts

**BISNOW**  
News Houston Office

### Houston Metro's First Mass Timber Office Building Reaches 80% Preleased



**BRIDGELAND®**  
A Howard Hughes Community

"The topping out of One Bridgeland Green marks an exciting milestone for Bridgeland's future. This project reflects our commitment to innovative design and sustainable practices, demonstrating how thoughtful development can harmonize with nature. It sets a new standard for environmentally conscious workplaces in Houston."

**–Jim Carman, President of the Texas Region for Howard Hughes Communities**

HOUSTON★CHRONICLE

BUSINESS

HOUSTONCHRONICLE.COM • THURSDAY, OCTOBER 9, 2025 • PAGE B7



The Ritz-Carlton Residences, The Woodlands reached its highest level at 15 stories.

PUTTING ON THE RITZ-CARLTON

**By Marissa Luck**  
STAFF WRITER

Perched above the shores of Lake Woodlands, a new luxury high-rise is quietly ushering in a new chapter in The Woodlands' real estate market.

The Ritz-Carlton Residences, The Woodlands hit a key construction milestone recently when it reached its highest level at 15 stories. Although far from an inner Loop skyscraper, the tower still soars over its surroundings.

As the first luxury condominium project in the township, the Ritz-Carlton Residences is a case study in whether Sunbelters will pay a premium for high-rise luxury living beyond Houston's urban core.

So far, buyers have paid from about \$1 million to \$4.1 million to secure a Ritz-Carlton Woodlands address. That's expensive even for The Woodlands, where median prices were \$690,000 in August, nearly double the metro median of \$355,000, according to the Houston Association of Realtors.

Despite those costs, Howard Hughes hasn't had trouble selling. Even though the company raised prices several times, about 70% of the units project sold by the time the developer broke ground a year ago. Eventually, Howard Hughes pulled most units off the market, with plans to re-release units around when the project opens in 2027.

*Ritz continues on B10*



A rendering of the porte cochere demonstrates one of the luxury amenities at the Ritz-Carlton in The Woodlands.

Experts wary of possible AI bubble

Economists look for signs of market risk

By Kevin Chan and Matt O'Brien  
ASSOCIATED PRESS

LONDON — Linger­ing doubts about the economic promise of artificial intelligence technology are starting to get the attention of financial institutions that raised warning flags this week about an AI investment bubble.

Officials at the Bank of England on Wednesday flagged the growing risk that tech stock prices pumped up by the AI boom could burst.

"The risk of a sharp market correction has increased," the U.K. central bank said.

The head of the International Monetary Fund raised a similar alarm hours after the Bank of England's report.

Global stock prices have been surging, fired up by "optimism about the productivity-enhancing potential of AI," IMF Managing Director Kristalina Georgieva said.

But financial conditions could "turn abruptly," she warned in a speech ahead of the organization's annual meeting next week in Washington.

"Bubbles obviously are never very easy to identify, but we can see there are a few potential symptoms of a bubble in the current situation," said Adam Slater, lead economist at Oxford Economics.

Those symptoms include rapid growth in tech stock prices, the fact that tech stocks now comprise about 40% of the S&P 500, market valuations that appear "stretched" beyond their worth and "a general sense of excessive optimism in terms of the underlying technology, despite the enormous uncertainties around what this technology might ultimately yield," Slater said.

The most optimistic projections about the fruits of generative AI products foresee a transformation of the economy, leading to annual productivity gains

*Bubble continues on B10*



Howard Hughes CEO David O'Reilly is among the group of homebuyers moving from elsewhere in The Woodlands into the new Ritz-Carlton Residences condominium tower near Lake Woodlands. O'Reilly is seen at the company's headquarters, Wednesday, Aug. 28, 2024, in The Woodlands.  
Jason Fochtman/Staff photographer

The Woodlands®

A Howard Hughes Community

“The Ritz-Carlton Residences, The Woodlands is reinforcing the strength of our community and showcasing the unparalleled residential experiences that make The Woodlands one of the most desirable places to live in the country.”  
—David O'Reilly, Chief Executive Officer for Howard Hughes

SPORTS

HOUSTONCHRONICLE.COM • THURSDAY, FEBRUARY 26, 2026 • SECTION B



Hannah McNair, second from left, celebrates with Janice McNair, her mother-in-law and the Texans' co-founder, as the team showed its plans for a new training facility.

Texans unveil HQ plans

Proposed training facility and mixed-use district could transform Bridgeland community



COMMERCIAL REAL ESTATE

Texans partner with Bridgeland on 'Toro District'

The district will house the team's new HQ and training facility.

BY FLORIAN MARTIN  
fmartin@bizjournals.com

Howard Hughes Holdings Inc. has partnered with the Houston Texans to develop an 83-acre sports and entertainment district in Bridgeland, the company's 11,500-acre master-planned community in Cypress.

The district will house the Texans' new headquarters and primary training facility.

Harris County Commissioners Court approved a memorandum of understanding Feb. 12 for Toro District, which could generate \$34 billion in economic impact and create 17,000 jobs over 15 years, according to an economic impact study by RCLCO commissioned by Howard Hughes.

The district will be located within Bridgeland Central, the master-planned community's 925-acre urban core, just west of the Grand Parkway and north of Bridgeland Creek Parkway. It will be built just south of the planned Chevron Corp. research and development campus.

Besides the Texans complex, the Toro District is designed to include



David O'Reilly, CEO, Howard Hughes Holdings

retail, restaurant, hotel, entertainment, multifamily and medical space, Howard Hughes said.

The Texans' headquarters will span 22 acres and include an office building, indoor stadium and outdoor fields, Howard Hughes CEO David O'Reilly told the Houston Business Journal. The training facilities also will be available for youth sports and community events.

Howard Hughes and the Texans partnered on the project with Harris County Commissioners Lesley Briones and Tom Ramsey, whose districts cover Bridgeland Central. The county has committed capital for infrastructure development, O'Reilly said.

Howard Hughes has engaged Gensler for the design of the district and plans to work with additional architects over the course of the development, O'Reilly said.

Learn more about the deal on Page 4.



NFL's Texans to move HQ, training facility to fast-growing area in northwest Houston

Howard Hughes' Bridgeland to be home to 83-acre Toro District

THE REAL DEAL  
Houston Texans, Howard Hughes team up on 83-acre HQ and entertainment district

Public-private deal would anchor Bridgeland Central with NFL practice facility

"When you bring together visionary public leadership, a world-class NFL franchise, and a long-term development partner, you can do something far bigger than any one organization alone. Toro District will create jobs, strengthen infrastructure, expand access to services, and deliver a gathering place that families will enjoy for generations."

—David O'Reilly, Chief Executive Officer for Howard Hughes

# Executive Positioning + Leadership

Five skills that make you great in your job as an economic development leader

# 5 SKILLS

## THAT MAKE YOU GREAT IN YOUR JOB



# TRENDSPOTTING

— *is what makes a* —

## GOOD FUTURIST



**A GOOD FUTURIST** doesn't predict the future.  
They **trendspot**, connect the dots, and create better possibilities.

# 20 TRENDS

## LIKELY TO IMPACT THE US ECONOMY AND SOCIETY IN THE NEXT DECADE



**1.**  
AI and  
Automation  
Acceleration



**2.**  
Changing  
Workforce  
Dynamics



**3.**  
Productivity  
and Economic  
Realignment



**4.**  
Cybersecurity  
and Digital  
Trust



**5.**  
Energy  
Transition and  
Sustainability



**6.**  
Demographic  
Shifts and  
Aging Population



**7.**  
Education  
Transformation



**8.**  
Healthcare  
Innovation and  
Access



**9.**  
Evolving  
Consumer  
Behavior



**10.**  
Housing  
Affordability and  
Real Estate Shift



**11.**  
Fiscal Pressures  
and Debt  
Sustainability



**12.**  
Geopolitical  
Shifts and  
Global Realignment



**13.**  
Reshoring and  
Supply Chain  
Resilience



**14.**  
Technology  
Infrastructure  
Expansion



**15.**  
Small Business  
Adaptation  
and Growth



**16.**  
Policy and  
Regulatory  
Uncertainty



**17.**  
Climate Change  
and Extreme  
Weather Impacts



**18.**  
Mental Health  
and Well-Being  
Focus



**19.**  
Social Cohesion  
and Community  
Resilience



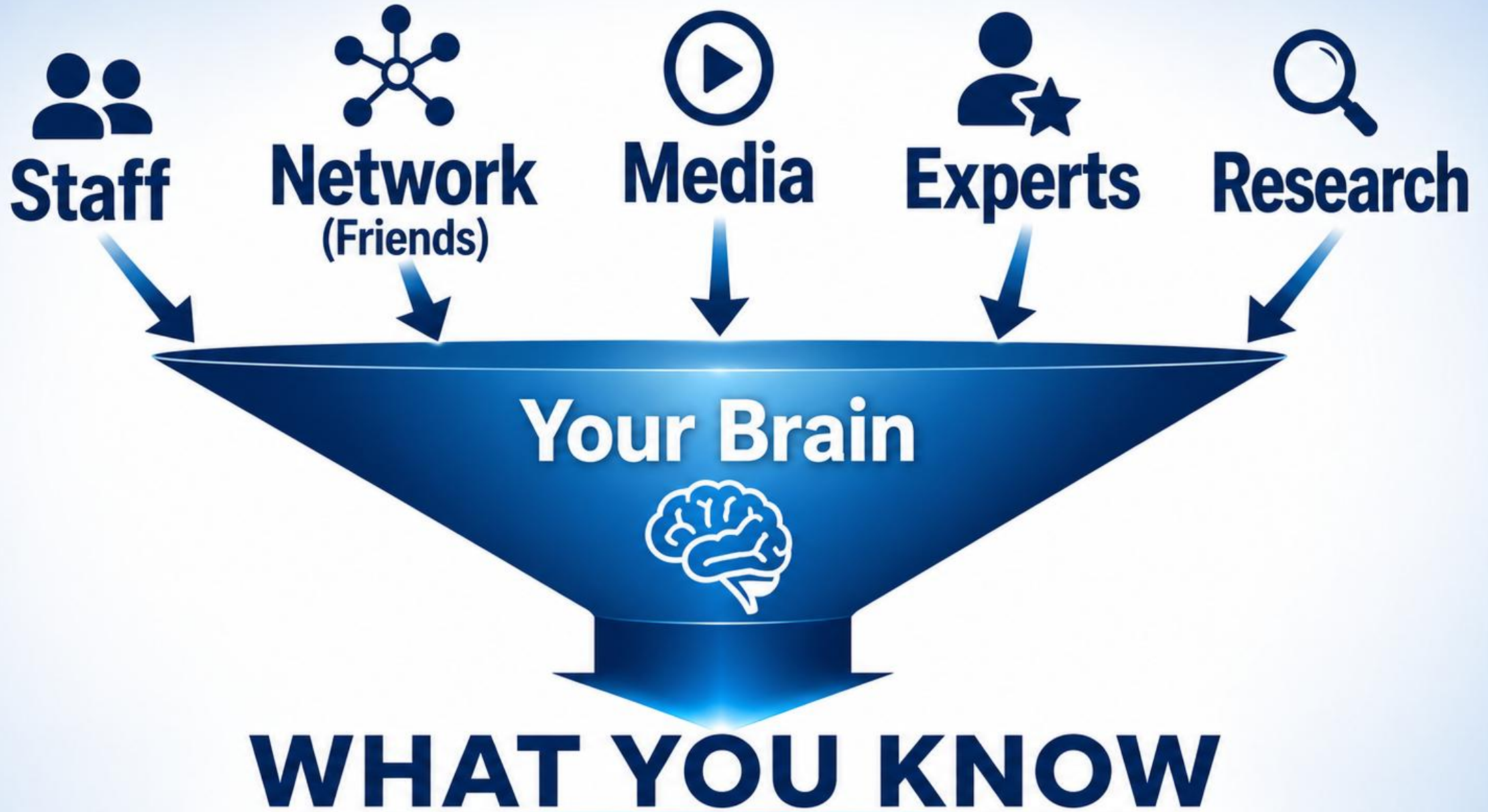
**20.**  
The Future  
of Connectivity  
(5G, 6G, IoT)

# Foresight

Information-Implications-Actions

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# SEPARATING FACT FROM FICTION

FINDING FACTS IN ALL THE NOISE

## FICTION

MISLEADING  
SENSATIONAL  
DISRUPTIVE  
DISTORTED



## FACT

VERIFIABLE  
RELEVANT  
ACTIONABLE  
TRUSTWORTHY

### SOURCES OF MISINFORMATION



SOCIAL MEDIA  
RUMORS



CLICKBAIT  
HEADLINES



ANONYMOUS  
POSTS



PARTISAN  
OUTLETS



UNVERIFIED  
SOURCES

### SOURCES OF TRUTH



GOVERNMENT  
DATA



RESEARCH  
STUDIES



ACADEMIC  
PUBLICATIONS



EXPERT  
ANALYSIS



PEER-REVIEWED  
SOURCES

FOCUS ON WHAT'S REAL. BUILD ON WHAT'S TRUE.



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# Thought Leadership

# POSITIONING YOU OR YOUR ORGANIZATION AS A THOUGHT LEADER

Recognized for Expertise and Integrity That  
Educates and Influences the Thinking and Actions of Others



**EDUCATES**



**EXPERTISE  
& INTEGRITY**



**INFLUENCES**



**ECONOMIC  
LEADERSHIP**

# WHAT IS A THOUGHT LEADER?



**EARNED  
INFLUENCE**



**SHAPES  
THINKING**



**DRIVES  
IMPACT**



**SEES  
AHEAD**



**COMMUNICATES  
WITH CLARITY**



**BUILDS  
TRUST**



**INSPIRES  
ACTION**



**ECONOMIC  
LEADERSHIP**

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**THOUGHT LEADERS  
HAVE TO HAVE  
SOMETHING  
TO SAY THAT  
MATTERS  
TO THE AUDIENCE**

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**ECONOMIC  
LEADERSHIP**

# CONVERTING COMPLEXITY — INTO — CLARITY



**ECONOMIC**  
LEADERSHIP

# RULES FOR POSITIONING ANY GROUP OR INDIVIDUAL AS A THOUGHT LEADER

*Principles That Build Influence. Stories That Drive Impact.*

1



## EQUALLY VALUE THE MESSAGE AND MESSENGER

Engage board members that already have status to carry your message.

2



## FOCUS ON HAVING SOMETHING INTERESTING TO SAY

And examples from afar.  
Rising above the daily noise is the goal.

3



## DON'T BE AFRAID OF CONTROVERSY, BUT DON'T LET CONTROVERSY DEFINE YOU.

4



## FORESIGHT IS HIGHLY VALUED, FOCUS ON THE FUTURE.

5



## BALANCE A KNOWLEDGE OF LOCAL HISTORY OR EVENTS

With future hopes and expectations.

6



## TRY TO CONNECT NEW INFORMATION WITH "LOCAL FOLKLORE"

Or excepted history.

7



## DATA MEANS SOMETHING

When it is measured over time, against a goal, or against a competitor—use it and present it that way.

8



## BALANCE HUMILITY WITH EXPERTISE.

9



## PEOPLE LIKE GOOD NEWS MORE THAN BAD NEWS.

(Relentlessly position growth as good)

10



## CAREFULLY CONSIDER AND COUNTER OPPOSING VOICES.



THOUGHT LEADERSHIP ISN'T CLAIMED. **IT'S EARNED.** FOLLOW THESE RULES. LEAD THE CONVERSATION.



# Be a Good Communicator

**You ALL are part of the  
PLACE narrative**

# Economic Development + Placemaking

## Marketing & Communications

- More and more “players” are involved – no longer just the EDO or Chamber
- Utilities, developers, landowners, CRE, universities, CEO organizations, large private sector companies, investors, philanthropies, tourism orgs, industry associations .... the list goes on and on
- The earned media landscape is shrinking, and “hits” are harder to get, especially at the national level
- For all target audiences, perception and reputation are informed through a consistent, cohesive message delivered in an authentic way by respected messengers
- Capacity is always an issue, so the focus should be on media and marketing activities that offer high-value ROI

# THE TRAITS OF A **GREAT COMMUNICATOR**

*What Sets Influential Voices Apart*

1

## **Good Listener**

Hears to understand, not just to reply.

3

## **Confident**

Speaks with conviction and presence.

5

## **Honest**

Builds trust through candor and integrity.

7

## **Adaptable**

Adjusts tone and approach to the room.

2

## **Clear and Concise**

Delivers the message without the clutter.

4

## **Prepared**

Knows the audience and the material.

6

## **Aware of Body Language**

Reads and projects nonverbal cues.

8

## **Inspiring**

Moves people to think and to act.

# Know Your Audience

- Define key audiences
- Adjust messaging
- Know people of influence for each audience
- Where do they get their information?
- Meet audiences where they are
- What are their assumptions?



# Risks to the Growth Narrative

# Anti-Growth Acronyms

## **BANANAs**

Build Absolutely Nothing Anywhere Near Anyone

## **CAVE**

Citizens Against Virtually Everything

## **NIMBY**

Not in My Backyard

## **NOTE**

Not Over There Either

# Use Trusted Messengers

The **messenger matters**.

Engage community voices who reflect the audience — small business owners, educators, longtime residents, or young professionals.

- Equip them with stories and talking points they can share authentically.
- Third-party validation beats official statements every time.



# Economic development should sound like improved daily living, not abstract progress.

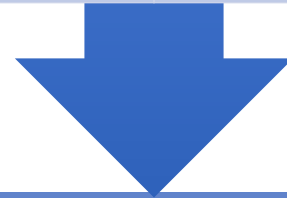
Link projects to outcomes like:

Safer  
neighborhoods

Shorter  
commutes

Better healthcare  
access

More amenities  
for families



*Example: “When we attract new employers, our tax base grows — and that funds better schools, stronger broadband, and new recreation areas.”*

# Use Visuals and Simplicity

- **Infographics, maps, and before/after renderings** make complex concepts accessible.
- Replace jargon with relatable phrases:
  - “Economic base diversification” → “More types of good jobs.”
  - “Public-private partnership” → “Government working together with local businesses and investors to improve the community.”





# SO... WHAT DO ALL THESE LETTERS MEAN?

**Common Abbreviations in Economic Development, Workforce Development & Real Estate**

They're everywhere. They're important. But they can be confusing!

You're  
not alone!

## ECONOMIC DEVELOPMENT

|                                                                                     |                 |                                             |
|-------------------------------------------------------------------------------------|-----------------|---------------------------------------------|
|    | <b>EDA</b>      | U.S. Economic Development Administration    |
|    | <b>RFP</b>      | Request for Proposals                       |
|    | <b>LOI</b>      | Letter of Intent                            |
|    | <b>RFI</b>      | Request for Information                     |
|    | <b>TIF</b>      | Tax Increment Financing                     |
|   | <b>P3</b>       | Public-Private Partnership                  |
|  | <b>CEDS</b>     | Comprehensive Economic Development Strategy |
|  | <b>BR&amp;E</b> | Business Retention & Expansion              |
|  | <b>FDI</b>      | Foreign Direct Investment                   |
|  | <b>QoL</b>      | Quality of Life                             |

## WORKFORCE DEVELOPMENT

|                                                                                     |             |                                            |
|-------------------------------------------------------------------------------------|-------------|--------------------------------------------|
|    | <b>WIOA</b> | Workforce Innovation and Opportunity Act   |
|    | <b>WFD</b>  | Workforce Development                      |
|    | <b>CTE</b>  | Career & Technical Education               |
|    | <b>LMI</b>  | Labor Market Information                   |
|    | <b>OJT</b>  | On-the-Job Training                        |
|   | <b>CNC</b>  | Credentials of Value (Industry Recognized) |
|  | <b>RPO</b>  | Registered Apprenticeship Sponsor          |
|  | <b>KPI</b>  | Key Performance Indicator                  |
|  | <b>SCWI</b> | Sector-Centered Workforce Initiatives      |
|  | <b>WDB</b>  | Workforce Development Board                |

## REAL ESTATE & DEVELOPMENT

|                                                                                       |             |                                             |
|---------------------------------------------------------------------------------------|-------------|---------------------------------------------|
|    | <b>NAA</b>  | Net Absorbable Area                         |
|    | <b>FAR</b>  | Floor Area Ratio                            |
|    | <b>TIA</b>  | Traffic Impact Analysis                     |
|    | <b>PHA</b>  | Preliminary Housing Assessment              |
|    | <b>PUD</b>  | Planned Unit Development                    |
|   | <b>DU</b>   | Dwelling Unit                               |
|  | <b>PAD</b>  | Planned Area Development                    |
|  | <b>CCR</b>  | Covenants, Conditions & Restrictions        |
|  | <b>LEED</b> | Leadership in Energy & Environmental Design |
|  | <b>NOI</b>  | Net Operating Income                        |

# Communications is important – and often overlooked

All the work you're doing is great, but if you're not telling anyone about it, how effective are you as a leader?

Proactivity is critical – get ahead of the narrative and messaging.

Know critical moments in time to communicate and be selective with what you communicate and how you say it.

We have more opportunities than ever to communicate about our organizations, our work and ourselves.

# There's never been a better time for content



## **Earned Media**

Free coverage you gain through outreach or newsworthiness (e.g., articles, TV features)



## **Owned Media**

Content you create and control (website, blog, newsletters, social media)



## **Paid Media**

Advertising or sponsored content (media partnerships, influencer partnerships)



## **Shared Media**

Content spread by audiences on social platforms (shares, reposts)

**If you aren't owning your  
narrative, someone else will!**

# Be a Good Collaborator

# A GREAT ECONOMIC DEVELOPMENT COLLABORATOR



## BRINGS PEOPLE TOGETHER

Convenes the right partners to solve big challenges.



## BUILDS TRUST

Earns trust across sectors and political perspectives.



## FOCUSES ON OUTCOMES

Keeps the conversation centered on results that matter.



## KNOWS THE ECONOMY

Understands local assets, industry trends, and competitive advantage.



## SOLVES PROBLEMS

Finds common ground and drives solutions forward.



## CHAMPIONS THE COMMUNITY

Advocates for the region with pride, passion, and integrity.



# COLLABORATION

## THE MOST IMPORTANT SKILL IN ECONOMIC DEVELOPMENT



### STRONGER TOGETHER

Collaboration brings diverse perspectives and better solutions.



### MULTIPLYING IMPACT

Partnerships extend reach, resources, and results.



### BUILDING A BETTER FUTURE

Together, we create opportunities and drive lasting growth.



**ECONOMIC**  
LEADERSHIP

# Celebrate Small Wins Collectively

**Don't wait**

Don't wait for the big ribbon-cutting.

**Share**

Share milestones: grant awards, infrastructure upgrades, new business openings.

**Frequent**

Frequent, positive communication keeps momentum and reinforces that progress is happening.



**POWER THROUGH PROXIMITY BETWEEN PATIENTS & PRODUCTS**

FORGE Coalition Coverage

May 2026

## Exclusive: Speros taps Embarc, regional partners to launch radiopharmaceutical hub

Florida Trend

FLORIDA'S BUSINESS AUTHORITY

› Speros, Moffitt push into emerging cancer drug sector

TAMPA BAY INNO  
Speros launches regional coalition

TBBW  
TAMPA BAY BUSINESS & WEALTH

## Speros, Moffitt push into emerging cancer drug sector



FORGE Coalition Launches to Position Tampa Bay As Southeast Hub for Radiopharmaceutical Innovation Training & Production

USFHealth  
UNIVERSITY OF SOUTH FLORIDA

## FORGE Coalition launches to position Tampa Bay as Southeast hub for radiopharmaceutical innovation, training and production



Pasco-Hernando State College

6d • 🌐

✓ Following ...

Tampa Bay's innovation ecosystem continues to grow with partnerships between education, industry and entrepreneurship remaining critical to building a strong workforce pipeline for the future.

The Florida Oncology and Radiopharmaceutical Growth Engine (FORGE) coalition is set to launch, bringing together organizations including [Speros by Moffitt](#), [Moffitt Cancer Center](#), [Embarc Collective](#), [University of South Florida](#) and PHSC to advance workforce education.

Through this partnership, PHSC will help prepare students for high-demand careers by expanding workforce-focused education and industry collaboration. PHSC's role with FORGE includes imaging technologist training programs designed to connect students with opportunities in health care, technology and emerging industries.



Embarc Collective Tampa Bay is with The Florida Council of 100 and 4 others in Ta... ...

May 27 at 9:00 AM · 🎵 Sitting in the Grass · dennisivnc, Dani Catalá · 🌐

We're proud to announce the launch of the Florida Oncology and Radiopharmaceutical Growth Engine (FORGE) — a new regional coalition working to position Tampa Bay as a leading hub for cancer innovation, precision oncology, radiopharmaceutical development, workforce education, and entrepreneurship.

Led by Speros and Moffitt Cancer Center, with regional partners including Embarc Collective, the University of South Florida (a member of Embarc Collective's Partner Program), and Pasco-Hernando State College, FORGE represents a statewide effort focused on leadership, connectivity, and long-term investment in Florida's startup success within healthcare and life sciences.

Together, the coalition is building the infrastructure, talent pathways, research capabilities, and commercialization ecosystem needed to accelerate next-generation cancer therapies while strengthening Florida's economic future.

At Embarc Collective, we believe transformative innovation happens when founders, researchers, healthcare institutions, workforce partners, and ecosystem builders work together intentionally—and we're excited to support the startups, technologies, and partnerships that will help shape the future of cancer care innovation in Tampa Bay and beyond.

As Mike Simas, President & CEO of the Florida Council of 100, shared:  
"FORGE reflects the type of collaboration we are advancing through Ambition Accelerated to position Florida as a leader in next-generation health care and life sciences while delivering breakthrough treatments, better outcomes, and greater opportunity for Floridians."



Head to the link in our bio to read the full press release



phscedu

Following ...



phscedu 6d

Innovation is growing in Tampa Bay, and PHSC is proud to be part of it!

#PHSCedu is partnering with the new Florida Oncology and Radiopharmaceutical Growth Engine (FORGE) coalition alongside @moffittcancercenter, @embarccollective, @usfhealth and #SperosFL to help prepare students for careers in health care, technology and emerging industries.



77



3



1



Speros by Moffitt

6d · 🌐

...

Today marks an exciting milestone for the future of radiopharmaceutical innovation in Florida.

We're proud to announce the launch of FORGE (Florida Oncology and Radiopharmaceutical Growth Engine), a first-of-its-kind regional coalition that will work to position Tampa Bay as a national hub for radiopharmaceutical development, manufacturing and precision oncology.

Together with [Moffitt Cancer Center](#), [Embarc Collective](#), [University of South Florida](#) and [Pasco-Hernando State College](#), we are building the infrastructure, talent pipeline and ecosystem needed to accelerate next-generation therapies and strengthen America's leadership in precision oncology.

Over the next decade, FORGE has the potential to help create 4,000 high-wage jobs and generate \$2.6 billion in economic impact across Florida, while advancing lifesaving treatments for patients.

Special thanks to [Josh Carpenter](#) and [Hannah Mae Merten](#) for their leadership in bringing this vision to life alongside the incredible coalition partners shaping the future of cancer innovation.

Read more here: <https://lnkd.in/eD-Pmd43>

[#FORGECoalition](#) [#PrecisionOncology](#) [#Radiopharmaceuticals](#) [#LifeSciences](#) [#TampaBay](#) [#FloridaInnovation](#) [#EconomicDevelopment](#) [#HealthcareInnovation](#) [#Speros](#) [#MoffittCancerCenter](#)



FORGE Coalition Launches to Position Tampa Bay as Southeast Hub for Radiopharmaceutical Innovation, ...

speros.org



Josh Carpenter and 108 others

5 comments · 9 reposts

# 5 SKILLS

## THAT MAKE YOU GREAT IN YOUR JOB



# Taking Action:

- **Make sure you (and key members of your team) can talk about the economy and trends impacting your community**
- **Catalog your current and future opportunities to elevate thought leadership for you AND your organization**
- **Define your narrative and own it**
- **Engage with stakeholders – who haven't you checked in with lately?**
- **Be Intentional – activity doesn't equal productivity**

# Thank you! Connect with me:

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