

2026 Winter Conference Draft Agenda

Wednesday, February 25th, 2026

10:45 AM - 11:30 AM

Committee Meetings

- Conference Committee Meeting
- Forward Planning Committee Meeting

12:50 PM - 1:15 PM

Welcome & Opening Remarks

- Brief introduction and key updates

1:15 PM - 2:15 PM

General Session

Presenter: Kelly Tomblin, El Paso Electric

2:15 PM - 3:15 PM

Peer Panel: Best Practices in Deal Structuring

Moderator: Kent Sharp, Sherman EDC

Panelists: Kris Collins, Greater Waco Chamber; Marcos Delgado, The Borderplex Alliance; Jason Greiner, Wylie EDC

3:15 PM - 3:45 PM

Networking Break

3:45 PM - 4:45 PM

Executive Positioning and Leadership for Economic Development Professionals

Presenter: Kat Saunders, Economic Leadership, LLC

4:45 PM - 5:30 PM

Committee Meetings

- Communications Committee Meeting
- Workforce Committee Meeting

5:30 PM - 6:30 PM

Happy Hour & Networking

Thursday, February 26th, 2026

8:00 AM - 9:00 AM

Opportunity Zones Are Reshaping Development Finance

Presenter: Toby Rittner, CDFA

9:15 AM - 10:15 AM

How Economic Developers Can Appeal to Site Selectors

Presenters: Aaron Brossot, Golden Shovel Agency; Chuck Sexton, Strategic Location Advisors

10:30 AM - 11:30 AM

Peer Panel: Foreign Direct Investment Trends

Moderator: Jon Barela, The Borderplex Alliance

Panelists: Ashley Gossen, greaterSATX; Chuck Sexton, Strategic Location Advisors



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Thursday, February 26th, 2026

10:30 AM - 11:30 AM	Peer Panel: CEDA Success Stories Panel
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Moderator: Dale Fowler, AEP

Panelists: Kris Collins, Greater Waco Chamber; Misty Mayo, DCOA; Jose Quinonez, City of Socorro

11:30 AM - 1:00 PM	Lunch on your own
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1:00 PM - 2:00 PM	Tariffs, Trade, and Turbulence: Rewriting the Economic Development Playbook
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Presenter: Alissa Sklar, Alissa Sklar Consulting

2:15 PM - 3:15 PM	What's Ahead for Retail in Texas
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Presenter: Aaron Farmer, The Retail Coach

2:15 PM - 3:15 PM	Peer Panel: Workforce Development
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Moderator: Lindsay Dennis, DCOA, Workforce Committee Chair

Panelists: Leila Melendez, Workforce Solutions Borderplex

3:15 PM - 3:45 PM	Networking Break
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3:45 PM - 4:45 PM	TBD: State ED Programs
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Presenter: Office of the Governor

5:15 PM - 6:45 PM	Reception & Networking
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Friday, February 27th, 2026

8:00 AM - 9:00 AM	Economic Trends in the Border Region
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Presenter: Dr. Heather Wilson, University of TX-El Paso

9:00 AM - 10:00 AM	Legislative Panel
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Moderator: Matt Abel, Texas Economic Development Council

Panelists: TBD

10:15 AM - 11:15 AM	Board of Director's Meeting
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