



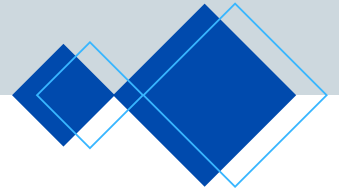
2025 **Annual** Conference

10.29.25-10.31.25

Marriott Rivercenter Hotel
101 Bowie Street
San Antonio, Texas



TEXAS ECONOMIC DEVELOPMENT COUNCIL



Welcome to the TEDC 2025 Annual Conference



Kent Sharp, President & CEO
Sherman Economic
Development Council
TEDC 2025 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 in San Antonio, Texas! Our conference program is filled with an impressive lineup of speakers, session topics, panel discussions and 36 exhibitors. There's really something for everyone...and plenty of networking opportunities.

Our 2025-2026 Annual Sponsors and the Annual Conference Sponsors are vital to the success of the TEDC. We simply 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.

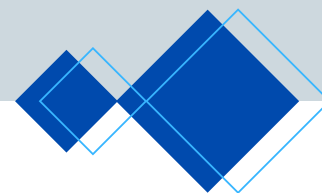
We hope that you will consider bidding on items at the Annual PAC Silent Auction. The Auction is the TEDC PAC's most important fundraiser of the year and the monies raised support the TEDC's Political Action Committee and candidates who support a pro-economic development environment in our state.

At the Awards Luncheon on Thursday, the TEDC will recognize the recipients and applicants of the 2025 Community Economic Development Award. We will honor those economic developers and communities for their achievements in economic development this past year. The TEDC will also recognize the recent graduates of the Texas Certified Economic Developer program (CTED) which the TEDC and TEEX launched in 2024 as Texas' only professional certification for economic development.

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. The TEDC membership is now more than 1,100 strong which is a testament to the growth and strength of our organization.

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



Tuesday, October 28, 2025

12:00 PM **Annual Golf Tournament**
Separate registration required]

The Quarry Golf Club

Wednesday, October 29, 2025

8:30–10:30 AM **Future Leaders Training Seminar Disrupt or Be Disrupted: Why Real Leaders Don't Lead**

Tracy McDaniel, President, TIP Strategies, Inc.
[Separate registration required – TEDC leadership program participants only]

10:30–11:30 AM **Community Economic Development Award Success Stories** Salon HI

Moderator: **Glenda Bassham**, Assistant Director, Sulphur Springs/Hopkins County Economic Development Corporation

Panelists: **Marcos Delgado**, EVP, Borderplex Alliance (Village of Vinton); **Lisa Denton**, PCED, MEDP, Executive Director, Kilgore Economic Development Corporation;
Tom Long, CECD, VP, Temple Economic Development Corporation

11:00 AM–7:00 PM **Exhibits Open** Ballroom Foyer

11:15 AM–12:30 PM **TEDC Executive Committee Meeting**
[Closed meeting – Executive Committee members only]

11:30 AM–12:45 PM **Lunch on your own**

12:45–1:00 PM **Welcome and Opening Remarks** Salon HI

1:00–2:00 PM **Lessons Learned, Challenges Exposed, Opportunities Ahead: Economic Trends in Texas** Salon HI

Tom Stellman, CEO, TIP Strategies, Inc.; **John Karras**, VP–Business Development, TIP Strategies, Inc.

2:00–3:00 PM **Texas Film Commission: Resources & Programs for Media Industry Economic Development** Salon HI

Michelle Habecker, Senior Industry Relations Specialist, Texas Film Commission, Office of the Governor

2:00–3:00 PM **Entrepreneurship as Economic Gardening: How Startup Ecosystems Drive Local Growth** Salon E

Robert Pieroni, Founder, gener8tor.com

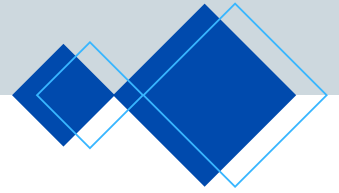
3:00–3:30 PM **Networking Break** Ballroom Foyer
First Time Conference Attendee Mixer Salon M
Team Texas Meeting Salon E

3:30–4:30 PM **Peer Panel: How to Develop an Industrial Park** Salon HI

Moderator: **Adrian Cannady**, President & CEO, Temple Economic Development Corporation

Panelists:

- **Lisa Denton**, MEDCP, EDPF, PCED Executive Director, Kilgore Economic Development Corporation
- **Scott Martinez**, CECD, President & CEO, Tyler Economic Development Council
- **Misty Mayo**, MEDP, CEO, Development Corporation of Abilene



Wednesday, October 29, 2025

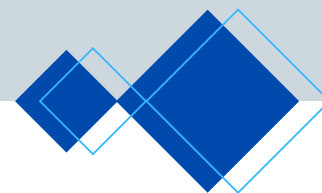
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|--------------|---|----------------------------|
| 4:30–5:30 PM | Leveraging Economic Impact Analysis and Labor Analytics for Regional Growth
Alicia Briggs , Manager, Credits & Incentives Practice, Ryan, LLC | Salon HI |
| 4:30–5:30 PM | Peer Panel: New to Economic Development
Moderator: Kevin Holzbog , Executive Director, Decatur Economic Development Corporation
Panelists:
<ul style="list-style-type: none"> • Jason Greiner, CTED, Executive Director, Wylie Economic Development Corporation • Antoine Long, Economic Development Manager, DeSoto Economic Development Corporation • Alora Wachholz, Deputy Director, Seguin Economic Development Corporation | Salon E |
| 5:30–7:00 PM | Networking Reception | Ballroom Foyer and Salon J |



Thursday, October 30, 2025

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| 7:15–8:15 AM | Breakfast and Networking | Salon HI |
| 7:30 AM–5:00 PM | Exhibits Open | Ballroom Foyer |
| 8:15–9:15 AM | One Big Beautiful Bill and Economic Development Act: Implications for Economic Development and Site Selection
David Hickey , Managing Director, Hickey & Associates | Salon HI |
| 9:15–9:30 AM | Coffee Break | |
| 9:30–10:30 AM | The AI Revolution: Rethinking Economic Development
Tracye McDaniel , President, TIP Strategies and Jon Roberts , Principal, TIP Strategies, Inc. | Salon HI |
| 10:00–10:30 AM | Ask the Experts Lounge | Salon J |

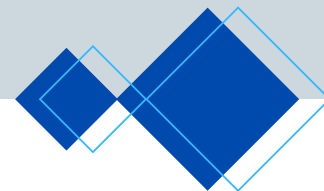




Thursday, October 30, 2025

10:30–11:30 AM	The Content Crunch: How the Role of Economic Developers is Evolving and What You'll Need Next Lee Anderson , VP–Customer Success, Localintel	Salon HI
10:30–11:30 AM	Peer Panel: Best Practices for Responding to Requests for Proposals Moderator: Kevin Shatley , VP–Economic Development, Dallas Regional Chamber Panelists: Scott Martinez , CECD, President & CEO, Tyler Economic Development Council; Danielle Scheiner , VP–Regional Economic Development, Greater Houston Partnership; TBD	Salon G
11:15–11:30 AM	PAC Silent Auction Preview	Salon KL
11:30 AM–1:00 PM	Community Economic Development Award Luncheon Recognition of the 2025 CEDA Recipients Certified Texas Economic Developer (CTED) Graduation	Salon HI
1:00–2:00 PM	This Crazy Moment: How We Got Here, What It Means, and Where We're Going Evan Smith , Senior Advisor, Emerson Collective, Former Editor, Texas Tribune	Salon HI
2:00–6:00 PM	PAC Silent Auction Open	Salon KL
2:00–2:30 PM	Networking Break	Ballroom Foyer
2:00–2:30 PM	Ask the Experts Lounge	Salon J
2:30–3:30 PM	Peer Panel: Business Retention & Expansion as a Corporate Targeting Strategy Moderator: Tom Long , CECD, Vice President, Temple Economic Development Corporation Panelists: <ul style="list-style-type: none"> Lindsay Dennis, VP–Business Retention & Expansion, Development Corporation of Abilene Carolyn Rowley, CECD, Director of Retention & Innovation, Lubbock Economic Development Alliance Stefanie Wagone, AICP, EDFP, Director of Business Retention & Expansion, Frisco Economic Development Corporation 	Salon E
2:30–3:30 PM	Carbon Management as a Major Driver of Investment and Workforce Opportunities Moderator: TBD Panelists: Omar Garcia , Chief External Affairs Officer, Port of Corpus Christi; TBD	Salon G
3:30–4:30 PM	What Businesses Actually Want from Economic Development Organizations Anatalio Ubalde , Founder, SizeUp	Salon HI
3:30–4:30 PM	TX–PACE: Unlocking Capital for Resilient Growth Moderator: Charlene Heydinger , President, Texas PACE Authority Panelists: Misty Mayo , MEDP, President & CEO, Development Corporation of Abilene; Todd Harmon , President, Harmon Development, LLC	Salon E





Thursday, October 30, 2025

4:30–5:30 PM	General Session: Panelists: Office of the Governor–Economic Development & Tourism	Salon HI
4:30–5:00 PM	Certified Texas Economic Developer (CTED): Learn about this new career development program	Salon J
5:00 PM	Exhibits Close	Ballroom Foyer
5:30–6:00 PM	PAC Silent Auction Final Bids	Salon KL
5:30–7:00 PM	Networking Reception	Salon G



Friday, October 31, 2025

7:15–8:15 AM	Breakfast and Networking New Member Breakfast	Salon HI Salon J
8:20–8:30 AM	Future Leaders Training Program Graduation	Salon HI
8:30–9:30 AM	Disruption and Opportunity: What Tariffs and Policy Shifts Mean for Site Selection and Economic Development Phil Schneider , Principal, Global Location Strategies	Salon HI
9:30–10:30 AM	The Dominance of Texas Barbecue. How Texas barbecue went from beefy barbecue outlier to the most important style of smoked meat in the country Daniel Vaughn , Barbecue Editor,, Texas Monthly	Salon HI
10:30–11:30 AM	It Was the Best of Times; It Was the Worst of Times – What’s Next? Ray Perryman , Ph.D., The Perryman Group	Salon HI
11:30 AM–12:30 PM	TEDC Annual Meeting and Board of Director’s Meeting <i>[Open to All]</i>	Salon G



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#TEDC25