



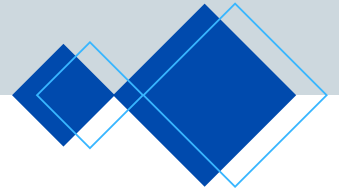
2025 **Annual** Conference

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

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.

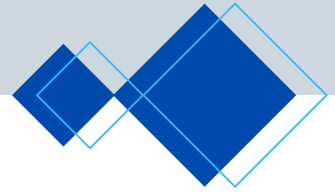
It has been another wonderful year to be a part of an organization that continues to grow in stature and influence – none of which could be accomplished without the strong support of our members -- undoubtedly our greatest resource. The TEDC membership is now more than 1,100 strong which is a testament 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.



Kent Sharp, President & CEO
Sherman Economic
Development Council
TEDC 2025 Board Chair

AGENDA



Tuesday, October 28, 2025

| | | |
|----------|---|----------------------|
| 12:00 PM | Annual Golf Tournament <i>Separate registration required]</i> | The Quarry Golf Club |
|----------|---|----------------------|

Wednesday, October 29, 2025

| | | |
|-------------------|--|--------------------------------------|
| 8:30-10:30 AM | Future Leaders Training Seminar <i>Separate registration required - leadership program participants only]</i> | |
| 10:30-11:30 AM | Community Economic Development Award Success Stories Moderator and Panelists TBD | Salon HI |
| 11:00 AM-7:00 PM | Exhibits Open | Ballroom Foyer |
| 11:15 AM-12:30 PM | TEDC Executive Committee Meeting <i>[Closed meeting - Executive Committee members only]</i> | |
| 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 Tom Stelman , CEO, TIP Strategies, Inc.; John Karras , VP-Business Development, TIP Strategies, Inc. | Salon HI |
| 2:00-3:00 PM | Texas Film Commission: Resources & Programs for Media Industry Economic Development Michelle Habecker , Senior Industry Relations Specialist, Texas Film Commission, Office of the Governor | Salon HI |
| 2:00-3:00 PM | Entrepreneurship as Economic Gardening: How Startup Ecosystems Drive Local Growth Robert Pieroni , Founder, gener8tor.com | Salon E |
| 3:00-3:30 PM | Networking Break First Time Conference Attendee Mixer Team Texas Meeting | Ballroom Foyer Salon M Salon E |
| 3:30-4:30 PM | Peer Panel: How to Develop an Industrial Park Moderator: Adrian Cannady , President & CEO, Temple Economic Development Corporation Panelists: <ul style="list-style-type: none">• Lisa Denton, MEDCP, EDFP, PCED Executive Director, Kilgore Economic Development Corporation• Scott Martinez, CEcD, President & CEO, Tyler Economic Development Council• Misty Mayo, MEDP, CEO, Development Corporation of Abilene | Salon HI |



AGENDA

Wednesday, October 29, 2025

- 4:30-5:30 PM **Leveraging Economic Impact Analysis and Labor Analytics for Regional Growth** Salon HI
Alicia Briggs, Manager, Credits & Incentives Practice, Ryan, LLC
- 4:30-5:30 PM **New to Economic Development Panel** Salon E
Moderator: **Kevin Holzbog**, Executive Director, Decatur Economic Development Corporation
Panelists:
• **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
- 5:30-7:00 PM **Networking Reception** Ballroom Foyer and Salon J

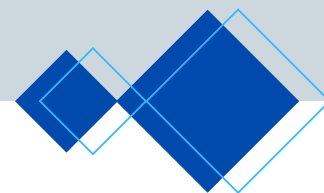


Thursday, October 30, 2025

- 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** Salon HI
David Hickey, Managing Director, Hickey & Associates
- 9:15-9:30 AM **Coffee Break**
- 9:30-10:30 AM **Artificial Intelligence** Salon HI
Jon Roberts, Principal, TIP Strategies; **Tracye McDaniel**, President, TIP Strategies

DRAFT

AGENDA

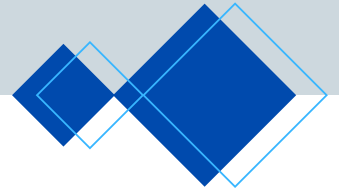


Thursday, October 30, 2025

| | | |
|------------------|---|----------------|
| 10:30-11:30 AM | What Businesses Need from Economic Development Organizations Anatalio Ubalde , Founder, SizeUp | Salon E |
| 10:30-11:30 AM | Peer Group Roundtable: Topic 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 | General Session: 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 |
| 2:00-3:30 PM | Networking Lounge Open | Salon J |
| 2:30-3:30 PM | The Content Crunch: How the Role of Economic Developers is Evolving and What You'll Need Next Lee Anderson , VP-Customer Success, Localintel | Salon E |
| 2:30-3:30 PM | Harnessing PACE Financing to Empower a Resilient Future Charlene Heydinger , President, Texas PACE Authority | Salon G |
| 3:30-4:30 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 Wagoner, AICP, EDFP, Director of Business Retention & Expansion, Frisco Economic Development Corporation | Salon HI |
| 3:30-4:30 PM | Ask the Experts Lounge | Salon J |
| 4:30-5:30 PM | General Session: Panelists: Office of the Governor-Economic Development & Tourism | Salon HI |
| 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 |



AGENDA



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 | Tariffs and Site Location Trends Phil Schneider , Project Principal, Global Location Strategies | Salon HI |
| 9:30-10:30 AM | Texas BBQ Daniel Vaughn , BBQ Editor,, Texas Monthly | Salon HI |
| 10:30-11:30 AM | Economic Update 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 |

DRAFT



@TexasEDC
#TEDC25