



## Conference Agenda

### Sunday, October 22

**Opening Reception @ Stanfords Bar & Grill 5:00 – 6:30 pm**

Appetizers and No Host Wine & Beer

### Monday, October 23

#### **Opening Session – 8:00 – 9:00 am – Plaza Ballroom**

- Welcome & President’s Address – Jon Stark, President, OEDA
- Breakfast Keynote – Chris Harder, Executive Director, Business Oregon

#### *Business Oregon Strategic Plan*

Business Oregon is the state’s economic development agency with a mission of investing in Oregon businesses, communities, and people to promote a globally competitive, diverse, and inclusive economy. Learn about the organization’s new strategic plan that will guide its efforts moving forward.

#### **Morning Breakout Sessions**

Time	Session Title	Speakers	Session Description
9:15 – 10:15 am Willamette Room	Understanding the Development Finance Toolbox in Oregon	Toby Rittner, President & CEO, Council of Development Finance Agencies	There are a variety of tools in the development finance toolbox for Oregon economic developers to use to finance business growth and investment. This session will give a high level overview of bonds, TIF, tax credits, access to capital tools, and state and federal resources available to support a community's local economic development projects.
9:15 – 10:15 am Plaza Ballroom	The World is Changing. So is Economic Development: How technology is being harnessed by economic developers to drive local business growth.	Dave Parsell, Co-Founder & CEO, LocalIntel	In this talk, Dave Parsell (Co-founder and CEO of Localintel), will draw on extensive research to discuss what small businesses really need from economic development professionals to start, expand and thrive in good times and bad. Participants will get a glimpse into the future of economic development and learn: <ul style="list-style-type: none"> <li>• What insights are and why they matter more to businesses than data.</li> <li>• How innovative municipalities of all sizes are using next-generation technology to support small businesses.</li> </ul>

			<ul style="list-style-type: none"> <li>How the latest advances in big data, machine learning and artificial intelligence will help economic development professionals support local business growth.</li> </ul>
10:15-10:45	Catch-Up with Colleagues Networking Break		
11:00 – 11:55am Plaza Ballroom	Access to Capital Resources for Oregon's Start-Ups and Small Businesses	<ul style="list-style-type: none"> <li>John Saris, Finance Manager, Business Oregon</li> <li>Marc Manley, Executive Director, Oregon RAIN</li> <li>Adam Zimmerman, President &amp; CEO, Craft3</li> <li>Theresa Haga, Business Finance Manager, CDC Business Development Corp</li> </ul>	Access to capital is what drives business and private industry investment, and the opportunities for developing new technology and manufacturing are endless. During this session, panelists will explore the most innovative and effective access to capital tools being utilized by businesses throughout Oregon, including revolving loan funds, seed/venture capital, crowdfunding and other effective debt instruments.
11:00 – 11:55 am Willamette Room	Reinvestment and Redevelopment Financing Strategies	<ul style="list-style-type: none"> <li>Toby Rittner, President &amp; CEO, CDFA</li> <li>Cam Turner, Principal, United Fund Advisors</li> <li>Matt Brown, Senior Vice President of Development, Williams &amp; Dame</li> </ul>	New Markets Tax Credits, Tax Increment Financing (TIF) and Special Assessment Districts are powerful financing mechanisms available to help communities concentrate development opportunities into targeted locations. Mixed-use development financing solutions are increasingly sought after to complete these large projects, and they often require a creative approach that involves combining multiple financing tools. This session will explore unique case studies and complex approaches to financing these projects in Oregon.

### Awards Luncheon, 12:15 – 1:45 pm

- Luncheon Keynote – Mitch Daugherty, Co-Founder, Built Oregon  
*Oregon's Consumer Products Companies and Ecosystem*

Mitch Daugherty, Co-Founder of Built Oregon and the Built Up Festival, will host a panel of consumer products companies from around the state, highlighting their products and innovations, and leading a panel session about the robust ecosystem that supports this statewide industry

### Afternoon General Session and Breakout Session

Time	Session Title	Speakers	Session Description
2:00 – 3:00 pm Plaza Ballroom	Review – Assess – Disrupt – Win!	Facilitated by Allison Larsen, TadZo Consulting; Jon Stark, REDI	Is it time for your business recruitment program to “reboot”? Join us for a thought-provoking conversation about what’s working and what’s not so effective, so as to share experiences for learning and innovating new approaches in business recruitment.
3:15 – 4:15 pm Willamette Room	Urban Renewal: A Powerful Tool for Delivering on Local	<ul style="list-style-type: none"> <li>Moderated by Justin Douglas, Prosper Portland</li> <li>Brett Estes, City Manager, City of Astoria</li> </ul>	Urban renewal and tax increment financing (TIF) aren’t just for big projects! Learn from practitioners across the state

	Economic Development Priorities	<ul style="list-style-type: none"> <li>• Sean Farrelly, Project Manager, City of Tigard</li> <li>• Annie Gorski, Economic Development Manager, City of Salem</li> <li>• Scott Vanden Bos, Elaine Howard Consulting</li> </ul>	how TIF can deliver on projects and initiatives small and large that have an outsized impact on our local business communities.
3:15 - 4:15 pm Plaza Ballroom	Enhancing Workforce and Economic Development Partnerships	<ul style="list-style-type: none"> <li>• Moderated by Todd Nell, Executive Director, Oregon Workforce Investment Board</li> <li>• Andrew McGough, Executive Director, Worksystems, Inc.</li> <li>• Janet LaBar, President &amp; CEO, Greater Portland Inc</li> <li>• Bridget Dazey, Executive Director, Clackamas Workforce Partnership</li> </ul>	An intentional, focused partnership between workforce and economic development professionals is critical to delivering value to Oregon’s businesses communities. In this session, you will learn about best practices, strategies and innovations from state leaders in both workforce development and economic development. You’ll learn about strategies to use your Local Workforce Development Boards to support regional industry needs and accomplish collective goals. This session will include information on the use of direct, tangible tools that are being used in local communities to solve priority challenges and leverage high-return opportunities.

## Monday Evening Event

### **World of Speed Dinner, Wilsonville 6:00 pm – Social Hour & BBQ Dinner**

The museum encompasses many aspects of motorsports, including drag racing, road racing, land speed racing, motorcycle racing, open-wheel cars, NASCAR, and hydroplanes. While you're here, take a spin in a simulator to feel like you're really behind the wheel of an iconic Formula, Indy, or NASCAR race car!



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### ***Dinner Panel – Smart Communities, Shared Mobility – Are You Ready?***

- Moderator: Charlie Allcock, PGE
- Panelists:
  - Jon Isaacs, Public Affairs Manager, Uber
  - Jeannette Shaw, Director of Government Relations, FORTH
  - Derek Fretheim, Business Development Director, Moovel, N.A.

## Tuesday, October 24

OEDA Election of New Board Members

### **Breakfast Keynote, 8:00 - 9:15 am – Plaza Ballroom**

- Breakfast Keynote – Janet LaBar, President & CEO, Greater Portland Inc  
*The Changing Nature of Economic Development and Competitiveness*

Janet LaBar, President and CEO of Greater Portland Inc, will discuss the latest trends in recruitment and business retention and expansion, how communities and regions are evolving to address the changing nature of economic development to stay competitive

## Morning General Session and Breakout Sessions

Time	Session Title	Speakers	Session Description
9:45 – 10:45 am Plaza Ballroom	Assessing Economic Development Needs: Results of a Statewide Survey	<ul style="list-style-type: none"> <li>• Bob Parker: Executive Director, Community Service Center, University of Oregon ;</li> <li>• Kevin Gilbride: Research Assistant, Community Service Center, University of Oregon;</li> <li>• William Gerry: Program Manager, Global Technology, Boeing Research and Technology</li> <li>• Carr Biggerstaff: Chief Wrangler, Chehalem Valley Innovation Accelerator</li> <li>• Sarah Means: Economic Development Manager, Lane County; Vice President, OEDA</li> </ul>	How effective are economic development efforts in Oregon? What are the key issues that are hampering our success? This session will explore the results of a statewide economic development needs survey conducted by University of Oregon faculty. Panelists will reflect on key issues and discuss strategies for leveraging limited assets to meet critical needs in an era of scarcity.
11:00 -11:50 am Plaza Ballroom	Innovations in Supporting the Entrepreneurial Economy	<ul style="list-style-type: none"> <li>• Bill Berg, Business Development Manager, City of Beaverton</li> <li>• Steve Morris, Executive Director, Oregon Technology Business Center</li> <li>• Jim Coonan, Retired Executive Director, Oregon RAIN</li> <li>• Nitin Rai, Managing Director, Elevate Capital</li> </ul>	Supporting entrepreneurs is one of the core strategies of local economic development. Learn about replicable best practices being employed to encourage the growth of homegrown ideas and innovation, especially in underserved areas.
11:00 –11:50 am Willamette Room	Urban Renewal Committee Meeting	Justin Douglas, Prosper Portland chairing	<p>The first meeting of OEDA’s Urban Renewal Committee:</p> <ul style="list-style-type: none"> <li>• Update on discussions with special districts about potential changes to ORS 457</li> <li>• Best practices update – need volunteers</li> <li>• How the Urban Renewal Committee wants to play a role within OEDA – frequency, face-to-face, money market account (signing checks), phone meetings, sub-committees</li> </ul>

## Luncheon Keynote, 12:15 – 1:45 pm

- Laura McKinney, Vice President of Wilsonville Campus, Oregon Tech  
*Partnerships to Support Traded-Sector Industry Growth*

Laura McKinney, Vice President of the Wilsonville Campus of Oregon Tech, a former tech company CEO, will share her unique experiences as someone who has transitioned from the private sector to a university that is committed to industry-university partnerships throughout the state of Oregon

**2:00 pm** - OEDA Board Meeting – Executive Conference Room – 6<sup>th</sup> Floor