2018 OEDA Annual Conference in Klamath Falls – Oregon’s City of Sunshine

Conference Agenda

Sunday, October 7th

**Outdoor Pavilion Welcome Reception 5:00 – 6:30 pm**

Appetizers and No Host Wine & Beer

Monday, October 8th

**Opening Session – 8:00 – 9:00 am – Mahogany/Ponderosa**

* President’s Address – Sarah Means, President, OEDA
* Breakfast Keynote – Dr. Nagi Naganathan, President, Oregon Institute of Technology

*Perspectives of an Engaged University in Regional Economic Development*

*The Oregon Institute of Technology (Oregon Tech) has a large economic footprint in the region, created from the myriad ways the institution, its students and it faculty engage in communities. As a major university in southern Oregon, Dr. Nagi Naganathan will speak to Oregon Tech’s portfolio of impacts across the region; the exciting programs and strategic efforts they have underway to advance economic development; and what the future holds when universities build and maintain real bridges with industry and the business community.*

Dr. Nagi Naganathan was appointed the 7th President of the Oregon Institute of Technology (Oregon Tech) in November 2016 following a national search; and began his official tenure in April 2017. Since his arrival at Oregon Tech, Dr. Naganathan has focused both internally and externally to extend the reach, recognition and influence of the state’s only polytechnic university. His leadership helped Oregon Tech secure both capital and operating budgets that include a new engineering and technology facility for Oregon Tech. Several new partnerships and efforts have begun or expanded, including new corporate and higher education collaborations in Oregon and across regional borders. These include the Oregon Manufacturing Innovation Center, the Rural Health Initiative, and the Cascadia Corridor.

**Morning Sessions**

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| Time | Session Title | Speakers | Session Description |
| 9:15 – 10:15 am  Aspen/Cedar | Growing the Tourism Economy in Southern Oregon’s Klamath Basin | Jim Chadderdon, Executive Director, Discover Klamath | This session provides a detailed look at the emergence of tourism as an economic driver to Klamath County, Oregon. Prior to 2008, Klamath was barely marketed. That all changed when Discover Klamath took over in January 2009 as the County’s official tourism Agency.  This session will review the foundational planks of Discover Klamath’s Strategic Plan, while looking closer at tactics and key initiatives that have helped grow tourism in the region, while speculating on what may lay ahead for this emerging area. |
| 9:15 – 10:15 am  Lodge Conference Room | Ready, Set, Go– Industrial Lands Readiness Toolkit | Lise Glancy, Manager of Strategic Partnerships, Port of Portland  Daniel Holbrook, Industrial Lands Specialist  Jill Miles, Moderator, Business Oregon | Jill Miles from Business Oregon will moderate a panel on industrial development tools and why this is critical to a healthy economy. Daniel Holbrook, your Industrial Lands Specialist at Business Oregon, will provide an overview of our toolkit available to support site readiness and development. Lise Glancy, Manager of Strategic Partnerships at the Port of Portland, will provide a case study on how the Regionally Significant Industrial Site Readiness Program (RSIS) – a relatively new tool in the toolkit - helped move a 700-acre industrial site to market in Troutdale and how you might apply this tool to other industrial sites across Oregon. Daniel and Lise will talk about sites in the RSIS pipeline and your role in keeping these tools in play (oblique reference to the legislative session). |
| 10:15-10:45 | Catch-Up with Colleagues Networking Break | | |
| 11:00 – 11:55am  Aspen/Cedar | Marketing Industrial Sites Using Oregon Prospector | Russel Riblett, Vice President, GIS Planning | In this session you will more about the online marketing applications available to you through Business Oregon as well as a refresher on OregonProspector.com. This will be an interactive session where we will field your questions and provide updates the existing application and discuss future improvements.  Russel Riblett will also be available for one-on-one training sessions during the conference. Please contact Jill Miles for more details: [jill.a.miles@oregon.gov](mailto:jill.a.miles@oregon.gov) |
| 11:00 – 11:55 am  Lodge Conference Room | Western Water and Environmental Federal Affairs Update and Agriculture Economy Impacts | Dan Keppen, Executive Director, Family Farm Alliance | This presentation will summarize recent actions taken by the Trump Administration and Congress on federal laws and policies related to water resources, the environment and irrigated agriculture. Key topics include efforts to modernize the Endangered Species Act, NEPA and the Clean Water Act; water infrastructure and associated permitting; and the 2018 Farm Bill. These matters impact virtually every rural community in the West, and the irrigated agriculture industry generates over $4 billion to Oregon's economy every year. A brief update of the water crisis in the Klamath Basin will also be provided. |

**Awards Luncheon, 12:15 – 1:45 pm**

* Luncheon Keynote – Commissioner Kelly Minty Morris – Mahogany/Ponderosa

**Afternoon Sessions**

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| Time | Session Title | Speakers | Session Description |
| 2:00 – 3:00 pm  Aspen/Cedar | Peers Helping Peers | Facilitator: Allison Larsen, CeCD | There is a tremendous wealth of knowledge at this conference. In this session we are going to tap that knowledge and experience to help yourself and peers. Come with a question or challenge you are facing in which you want input and actionable ideas. You will walk away with solutions to your specific challenge. It will be fun, high-energy and a safe environment for learning new approaches from your peers. |
| 2:00 – 3:00  Lodge Conference Room | Klamath Falls’ Blue Zone Program | * Jessie Hectocta, Blue Zone Relationship Manager | In support of Oregon’s Healthiest State Initiative, the Blue Zones Project is a community-wide well-being improvement initiative to help make healthy choices easier. By bringing residents, worksites, schools, restaurants, grocery stores, and government together, Blue Zones Project aims to inspire a community movement that has the power to improve the quality of life for everyone.  Jessie Hectocta, the Relationship Manager for the Blue Zones Project in Klamath Falls, will provide an overview of the project and the next phases of its implementation. |
| 3:15 – 4:15 pm  Aspen/Cedar | Union Pacific: Rail Within Reach | * Aaron Hunt; Senior Director Public Affairs, Union Pacific * Jayson Bisbee; Manager Economic & Industrial Development, Union Pacific * Kara Starks; Manager Business Development, Union Pacific | This session will consist of a panel of individuals from various departments at Union Pacific (UP) with an emphasis on economic development. The panel will provide an overview of how companies can benefit from utilizing rail as a transportation option and specifically discuss how to connect with UP including their site identification, selection and promotion process.  The panel will discuss UP’s new campaign, Rail Within Reach, and review initiatives that can help revitalize and grow your community. Don’t miss this chance to engage with key UP personnel who can assist as you work to attract, grow and create new opportunities for your respective communities. |
| 3:15 - 4:15 pm  Lodge Conference Room | The Good, The Bad, and the Confusing: Impacts of Urban Renewal | * Nick Popenuk, Urban Renewal Consultant, Tiberius Solutions * Ron Harker, Finance Director, City of Roseburg * Courtney Griesel, Economic Development Director, City of Springfield | Urban Renewal is an important economic development tool for many cities across Oregon. But some in these communities have concerns that Urban Renewal adversely affects other local taxing districts. What are the real impacts of Urban Renewal on other fiscal systems? And how do we talk about Urban Renewal in a way that addresses common misperceptions? |

Monday Evening Event

**Ranch House BBQ**

**5:00 pm – Social Hour featuring “The OEDA Team Putt Putt Challenge” & BBQ Dinner**

Speaker: 173rd Fighter Wing Commander, Colonel Jeff Smith

Tuesday, October 9

**Breakfast Keynote, 8:00 - 9:15 am – Mahogany/Ponderosa**

**Morning Sessions**

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| Time | Session Title | Speakers | Session Description |
| 9:45 – 10:45 am  Mahogany / Ponderosa | Oregon Tax Policy and Economic Development; Legislative Update | Rocky Dallum, Tonkin Torp  Wendy Johnson, League of Oregon Cities | We will look at Oregon’s tax structure including history of state and local financing and recent developments facing businesses in our state. Our panelists will talk about the outlook in 2019 for state revenue discussions and dive into the changing landscape for tax credits, local property tax incentives and financing tools at the state and local level. We will hear how Oregon’s tax structure and existing economic development tools create opportunities and challenges for traded-sector companies and our communities. |
| 11:00 -11:50 am  Aspen/Cedar | Collaborative Approaches to Addressing Future Workforce Needs | Heather Fichts, Executive Director, East Cascades Workforce Investment Board  Dr. Roberto Gutierrez, President, Klamath Community College  Heather Tramp, President, Klamath Chamber President  Julie Matthews, Interim Director, KCEDA | Learn how the Klamath Falls region is working collaboratively through its community college, chamber, workforce investment board, and economic development agency to address future workforce needs. |
| 11:00 –11:50 am  Lodge Conference Room | Oregon Opportunity Zone Initiative | Stephen Brooks, Pilot Management Resources | The session will outline the structure and uses of Opportunity Zones, and present a system that will help attract Opportunity Zone capital to locally-targeted projects and businesses. |

**Closing Luncheon, 12:15 – 1:45 pm – Mahogany/Ponderosa**

**2:00 pm** – OEDA Board Meeting – Lodge Board Room