



OREGON ECONOMIC DEVELOPMENT ASSOCIATION

**2019 Annual Conference**

**October 28-29, 2019  
Salem**

**“Innovating Access: Building an Inclusive Economy”**



Opening Session: 7:30 – 8:45 am

Room: Santiam 1/2/3

Welcome –  
City of Salem Mayor Chuck Bennett

Breakfast Keynote –  
Oregon Governor Kate Brown

President's Address –  
Kate Porsche, President, OEDA



Governor Kate Brown

Room: Santiam 4/5

## Equity, Inclusiveness, Community Benefits from the Agency Perspective

Speaker: Chris Harder, Director, Business Oregon

*This session will explore how Business Oregon is incorporating DEI and community benefit into its work.*

*Session will also update on the execution of Business Oregon's strategic plan and what to expect in the coming biennium.*

## Agricultural Innovation and the Solution Network

Room: Santiam 6

Speakers:  
Shawn Irvine, Economic Development  
Director, City of Independence

Brett Tyler, Director, OSU Center for  
Genome Research & Biocomputing

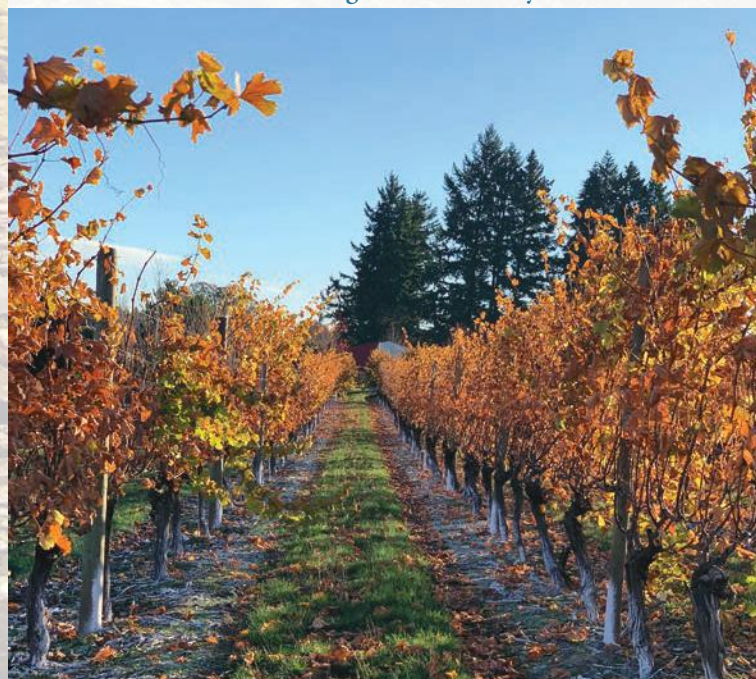
Andrew Burleigh, General Manager, West Coast Companies

Lauren Lucht, Marketing Director, Northwest Transplants

INTRODUCTIONS: Erik Andersson, President, SEDCOR

*Agriculture is a fundamental contributor to the development of most rural communities, yet "ag-tech" and "ag-innovation" are still concepts that many practitioners struggle to truly understand. In this session we will hear from industry experts who will share real examples, linking the pathway of innovation from producer to big data, and discussing what that means for rural communities.*

10:15-10:45 Catch-Up with Colleagues  
Networking Break in Gallery



## Creative Sector: Gaming, Animation and Beyond

Room: Santiam 4/5

Speakers:  
Peter Lund, Chief Operations Officer, SuperGenius Studio  
Graham Toms, 3D/Animation Design  
Instructor, Salem CTEC

Tim Williams, Executive Director, Oregon Film

*Learn from industry and academic experts on the statewide impacts of the creative sector and how we are preparing the future workforce for these exciting and fun career opportunities.*

## Developing Resilient Economies: Government is the LARGEST Buyer

Room: Santiam 6

Speakers:  
Eloisa Miller, Economic & Business Equity  
Manager, Office of Governor Kate Brown

Ruth Miles, Corporate Division Director  
and Tribal Liaison, Secretary of State

Carrie Baxandall, Certification Office for Business Inclusion  
and Diversity (COBID) Program Manager, Business Oregon

Kelly Stevens-Malnar, Cooperative Program  
Manager and Small Business Outreach & Education,  
Department of Administrative Services

*Learn about the "win all around" opportunities to develop more resilient economies through inclusive and equitable state contracting.*

## AWARDS LUNCHEON

Room: Santiam 1/2/3

### Luncheon Keynote

Engaging in Oregon's Tourism Economy – An  
Inclusive Economic Development Strategy

Lisa Ite, Director of Strategic Partnerships, Travel Oregon

Scott Bricker, Director of Product  
Development, Travel Oregon

*People of all backgrounds and income levels are curious and love to travel, and correspondingly the tourism economy has exploded globally and in Oregon. The Oregon Tourism Commission, dba as Travel Oregon, wants to support your economic development strategy to become visitor ready and marketed effectively. Learn more about the tourism landscape, available resources, and sample strategies for destination development projects.*

### OEDA Awards of Excellence in Economic Development Ceremony

Room: Santiam 4/5

## Agritourism as a Tool for Economic Development

Speakers:  
Scott Bricker, Director of Product  
Development, Travel Oregon

Jody Christensen, Mid-Valley Region Coordinator,  
Governor's Office of Regional Solutions

John Zielinski, Owner, EZ Orchards

MODERATOR: Erika Polmar, Plate + Pitchfork

*Agricultural enterprises have always been core to Oregon's economy but today face shifting demographics and business models in the modern era. Agritourism, including on-farm direct sales, offers a solution that diversifies income streams, engages a new generation of farmers and helps educate Oregonians and visitors about the value of agriculture. Well-developed agritourism systems have the potential to reverse negative economic trends by bringing in visitors and creating new jobs and local business ventures for rural residents.*

Breakout Session: 9:15 – 10:15 am

Breakout Session: 11:00 – 11:55 am

12:15 – 1:45 pm

Breakout Session: 2:00 – 3:00 pm



## Thinking Outside the Box: Non-Traditional Workforce Strategies and Programs

### Speakers:

Michael Fowler, Owner, CabDoor

Luke Glaze, Manager, Sparrow Furniture

Daniel Bielenberg, Program Analyst,  
Oregon Department of Corrections

**MODERATOR:** Annie Gorski, Economic  
Development Manager, City of Salem

*Hear from businesses and an agency representative about strategies they are utilizing to train, retain, and engage non-traditional workers.*

Room: Santiam 6

## Business Oregon General Update

### Speakers:

Sunun Setboonsarng, Global Trade  
Specialist, Business Oregon

Colin Sears, Business Recruitment &  
Trade Officer, Business Oregon

Larry Holzgang, Regional Development Officer for  
Klamath and Lake Counties, Business Oregon

Chris Cummings, Assistant Director of  
Economic Development, Business Oregon

### Update 1: International Trade and Investment in Oregon

*Sunun and Colin will discuss the importance of international trade and foreign investments and touch on export assistance services, FDI projects, trends and more.*

### Update 2: Get To Know Your RDO

*Join us for a panel discussion for economic development professionals and learn how we can work together with Business Oregon's 12 Regional Development Officers across the state to achieve results.*

### Update 2: Business Oregon Community and Economic Development Programs

*Chris will discuss the current status and future viability of Business Oregon community and economic development programs as well as innovative application of programs in communities.*

Room: Santiam 1/2/3

## CONFERENCE DINNER

**Western Oregon University Salem Campus**  
525 Trade St. SE, Salem

### *Dinner Keynote Cultivating Innovative Leadership*

Dr. David Foster, Professor of Psychological  
Sciences, Western Oregon University

*Creativity and innovation are essential for growth, critical in adapting to change, and necessary in helping organizations delineate their unique identities and market niches. The processes of creativity and innovation result in distinction, yet necessary conditions for these processes to occur include promoting inclusivity and leveraging diversity. The new Master of Arts in Organizational Leadership program at Western Oregon University fosters the development of key leadership competencies that stimulate opportunities for creativity and innovation within and between organizations.*

*Dr. David Foster is a former neonatal respiratory therapist who received his Ph.D. in Industrial/Organizational Psychology from The George Washington University. He is currently a full professor in the Department of Psychological Sciences, Director of the Creativity Research Lab, and Program Coordinator for the brand-new Organizational Leadership program at Western Oregon University. His areas of academic specialization include creativity, leadership, teamwork, and group decision making. His current research focuses on developing measures of creativity. One of his projects involves the development and application of a self-report measure of creative behavior. A second project involves identifying language usage patterns associated with creative behavior to facilitate measuring creativity outside of the laboratory. His work experience as a Psychologist includes facilitating organizational development for various Federal Government agencies as an internal consultant with the Office of Personnel Management.*



## TUESDAY, OCTOBER 29

Breakfast Session: 7:30 – 9:10 am Room: Santiam 1/2/3

Breakfast Keynote Rockwood Rising:  
A Community-Oriented Redevelopment Project

*Presented by Emily Bower with the Gresham Redevelopment Commission, Carmen Madrid with MicroEnterprise Services of Oregon and Vincent Jones with Beyond Black CDC.*

### **OEDA Committees Haiku Smackdown and Updates**

Urban Renewal Committee Meeting: 9:15 – 9:40 am

Urban Renewal Committee members will remain in  
breakfast room for a brief meeting before sessions begin.

9:15 – 9:45 am Room Checkout

## Legislative Update and Look Toward 2020 Session

Room: Santiam 1/2/3

Speakers: Rocky Dallum, Partner, Tonkon  
Torp LLP & OEDA Legislative Counsel

*OEDA Government Affairs Counsel Rocky Dallum will provide an update on key legislative issues and a retrospective on the 2019 session. Rocky will also touch on OEDA's legislative priorities and provide a look at the upcoming session. There may be time for dialogue and question/answer.*

*OEDA's Government Affairs Committee advocates for public policy that supports effective economic development strategies, programs and resources. The committee is a collaborative effort among OEDA members and is open to all active OEDA members.*

## The Changing ROI of Incentives – Who Benefits?

Room: Santiam 4/5

### Speakers:

Andy Reed, Project Manager, Prosper Portland

Coleen Padilla, Executive Director, Southern  
Oregon Regional Economic Development Inc.

Jon Stark, Senior Director, Redmond  
Economic Development Inc.

**Moderator:** Erika Fitzgerald, Senior Economic  
Development Specialist, City of Gresham

*Come hear three experienced Enterprise Zone program managers share their insights on how incentives are changing and their experiences about managing the program. Speakers will also provide insight about how we, as practitioners, talk about the program to not only our elected officials at the local and state levels but also other taxing jurisdictions and our communities. Join the conversation about creating a common language around incentives.*



## OMEP: More than LEAN & OMIC: Exploring the OMIC Model and its Impact

Room: Santiam 6

### Speakers:

Mike Vanier, VP of Client Engagement, Oregon Manufacturing Extension Partnership

Craig Campbell, Executive Director, Oregon Manufacturing Innovation Center – Research and Development

*Mike will help us identify and prequalify a potential referral to the services OMEP provides. Mike will also discuss the financial benefits of how implementing high performance techniques.*

*Craig will explain how the Oregon Manufacturing Innovation Center in Columbia County is structured and the ways metal manufacturing companies and schools may participate in the center. Craig will help us explore how the OMIC model could apply to other manufacturing areas.*

## AWARDS LUNCHEON

Room: Santiam 1/2/3

### Luncheon Keynote

*Collaborating to Create Indicators that Catalyze Partnerships & Foster Economic Growth*

Kyle West, Chmura Economics & Analytics

*For the past two years, Chmura has been working with a group of regional stakeholders – including different economic development organizations, a foundation, and the United Way – to develop a set of trackable “indicators” to help measure the region’s progress related to demographics, employment and wage growth, educational attainment, and community wellbeing. An initial set of indicators has been established and now this group is splintering into “working” groups responsible for formulating strategies that will “move the needle” in these different areas. This presentation will describe a sample of the indicators used, drivers of change for each group of indicators, examples of strategies to impact drivers, how to align public/private resources, and share tips and insights about collaborating with diverse stakeholders.*

**Oregon Certified Economic Developer (OCED) Graduation**  
9 Professionals will receive their OCED Credential

2:00 – 4:00 pm OEDA Board Meeting in Grand Hotel Boardroom

# Welcome to the 2019 OEDA Annual Conference

## Welcome Message

*Oregon Economic Development Association welcomes you to Salem for our 2019 Fall Annual Conference! We appreciate your attendance and hope that you will return to your community feeling inspired. We are excited to explore our theme, “Innovating Access: Building an Inclusive Economy.”*

*To explore this theme, we are joined by economic development professionals from all over the state, by partner organizations, by entrepreneurs and many other members of Oregon’s economic development community.*

*Our Conference Planning Committee has worked diligently to bring you this dynamic agenda to provide insights into trends, best practices, innovations, new and existing tools and resources and meaningful lenses for this work. We encourage you to take this opportunity to network with the economic development peer group and take advantage of the professional learning available to you at this conference. Thank you for joining us in Salem, and for helping to make the 2019 Annual Conference a fantastic one.*

Oregon Economic Development Association  
[www.oeda.biz](http://www.oeda.biz)  
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