



Oregon Economic Development Association
2019 Summer Conference Agenda
[REGISTER TODAY](#)

Wednesday, June 5

- “Building in Oregon” Professional Development Course 8am-4pm ([Separate Registration](#))

Thursday, June 6

- “Marketing & Branding” Professional Development Course 8am-4pm ([Separate Registration](#))
- OEDA Board of Directors Meeting 4-5:30 pm
- **Networking Reception @ The Village Green Resort Loft Room 5:30-7:00 pm** (Appetizers and No Host Bar)

Friday, June 7

8:00 am Registration and Breakfast

8:30-9:30 am Opening Session - Cascadia Ballroom

- Welcome & President’s Address – Kate Porsche, President, OEDA
- Breakfast Keynote – Kari Westlund, President & CEO, Travel Lane County
Oregon 21: Impacts & Opportunities

Planning is underway for the IAAF World Track & Field Championships, Oregon21, coming to the U.S. for the first time ever in August 2021! The largest sporting event in the world in 2021 with over 6 billion potential global media impressions, this event will have statewide impact and opportunities.

Morning Sessions

Time	Session Title	Speakers	Session Description
9:30 am	PANEL: State of the Economy – Regional and State Perspectives	Henry Fields , Lane Workforce Analyst, OR Employment Dept. Brian Rooney , Regional Economist, OR Employment Dept. Michael Meyers , Economist, Business Oregon MODERATOR: Kate Porsche , Economic Development Manager, Corvallis Benton County Economic Development	Regional and statewide economic outlooks are key indicators and influencers in a wide range of industry and government decisions. But how should local economic development practitioners use this information? And what do the economic indicators mean at the local level when providing business retention, expansion and recruitment support to businesses? This keynote panel will unpack the current economic outlook with localized projects and opportunities as context for a dynamic question and answer.
10:15am	PANEL: Speed Up America & Broadband in Lane County	Matt Sayre , Vice President, Technology Association of Oregon Heather Buch , Lane County Commissioner MODERATOR: Austin Ramirez , Economic Development Officer, Lane County	Communities across America lack the broadband access necessary to prosper in today’s technology driven world. Accurate information on the availability of Internet Service Providers, actual prices paid, and real speeds received is very hard to come by. Speed Up America is a local solution to a national problem that aims to change that.

11:00 am	Urban Renewal: Best Practices, Strategic Spending and Meaningful Metrics	Nick Popenuk , President, Tiberius Solutions + Representative from Oregon communities utilizing urban renewal	It's one thing to talk about 'best practices' within urban renewal areas and programs, but what does that mean for implementation through the different stages of an urban renewal area's life? And what are the opportunities to showcase process and outcome metrics that are both meaningful and useful in maintaining momentum? The panel of experts and practitioners will discuss these topics from a range of perspectives including varying city sizes and approaches.
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Networking Luncheon, 12:15 – 1:15 pm

Afternoon Sessions

Time	Session Title	Speakers	Session Description
1:30 pm	PANEL: Dynamic Food Hub Case Study: Cottage Grove's Bohemia Food Hub	Micah Elconin , Lane Food & Beverage Sector Strategist, Lane County Melissa Murphy , Regional Development Officer, Business Oregon Amy Hause , Rural Economic Vitality Consultant, Rural Development Initiatives Inc. Kim Johnson , Founder, Bohemia Food Hub and Real Live Foods MODERATOR: Austin Ramirez , Economic Development Officer, Lane County	In 2013, what we know today as the Bohemia Food Hub was a blighted building that provided no value to the Cottage Grove community. Since then, Kim Johnson has turned the property into a shared makerspace, business incubator, and safe space for the local refugee population. Come learn about this amazing case study of rural community and economic development from Kim Johnson herself and a panel of local economic development practitioners.
2:45 pm	OFF-SITE SESSION: Bohemia Food Hub Visit & Tour <i>*Featuring electric shuttles from Lane Transit District. Seating limited. Bohemia is a 4-min. drive.</i>	Kim Johnson , Founder, Bohemia Food Hub and Real Live Foods	Come see the Bohemia Food Hub that does it all! Informal facility tour and question session.
3:30 Conference Adjourned			