

EVENT PROGRAM

Day One

October 8
2023

2023 OREGON
ECONOMIC
DEVELOPMENT
CONFERENCE
"Trailblazer Economy"

7a - 3p | OCED Training: "Business Retention & Expansion"

LOCATION: Wilder Room (1st Floor)

OCED Students registered for the BRE course can look forward to an exciting lineup of **expert trainers**, catered **breakfast and lunch**, and an extraordinary **networking** experience.

**Separate Registration Required*

4p | Graduate EUGENE GRADUATE EUGENE HOTEL CHECK-IN

5p - 7p | WELCOME RECEPTION

LOCATION: Vistas Ballroom Terrace (12th Floor)

The Kick-off Party for the Annual Conference begins at 5pm on the Graduate's Rooftop Terrace & Ballroom!



ENJOY YOUR FIRST BEVERAGE ON THE HOUSE!

- Enjoy one free beer, wine, or non-alcoholic beverage of your choice
- Beverage Tickets are provided at the registration check-in desk, valid only for the Welcome Reception Event

7p | ENJOY YOUR EVENING IN DOWNTOWN EUGENE!

Local Guide available for dining recommendations

Day Two

October 9
2023

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8a - 10a | BREAKFAST SESSION

"Perspectives on the 2023 Legislative Session"

LOCATION: Hellman/Wilder (1st Floor)

Government Affairs Leaders from Tonkon Torp, LLP, Business Oregon, and League of Oregon Cities review and discuss key takeaways from the 2023 Legislative Session.

MODERATOR: Rocky Dallum, Partner, Tonkon Torp, LLP
Mark Gharst, Policy & Gov Affairs Manager, Business Oregon
Lindsay Tenes, Lobbyist, League of Oregon Cities

10a - 10:30a | EXHIBITOR BREAK

10:30a - 11:30a | AM BREAKOUT SESSIONS

A. "The Ag Supply Chain as an Economic Development Target"

LOCATION: Bloch (1st Floor)

This panel will address how one organization has defined its role in working with growers, value-added processors and associated supply chain industries and found new ways to engage with these businesses.

MODERATOR: Theresa Haskins, Sr. Business Dev. Manager, PGE
Erik Andersson, President, SEDCOR

Alex Paraskevas, BRE & Rural Innovation Catalyst, SEDCOR
Dylan Branch, VP, Riddel Farms

B. "Outdoor Recreation Economy and Workforce Development in Oregon"

LOCATION: Sousa (1st Floor)

This panel will be sharing information about the outdoor recreation economy in Oregon, insights gained from the Outdoor Industry Workforce Assessment Survey, and how this informs the innovative approach CORE is taking to problem solve workforce needs.

MODERATOR: Kate Porsche, Interim Director, OSU CORE
Nikki Cook, Program Coordinator, OSU CORE

11:30a - 12p | EXHIBITOR BREAK

12p - 1:30p | KEYNOTE LUNCHEON

KEYNOTE SPEAKER: Chris Oxley, former Senior VP of Government Affairs and GM of Venues for the Portland Trailblazers.

LOCATION: Hellman/Wilder (1st Floor)

Chris Oxley's expansive career in sports, entertainment, music and high-end hospitality has spanned nearly three decades. Formerly, the Senior Vice President of Government Affairs & Strategic Initiatives for the Portland Trail Blazers, Chris led key initiatives that brought many historic events to Portland including the return of NCAA Championship Basketball to Oregon, Davis Cup Finals, Dew Action Sports Tour, and the PK80/Phil Knight Legacy.

1.45p - 2.45p | PM BREAKOUT SESSIONS

A. "TIF Committee: Guided Roundtable Discussion"

LOCATION: Bloch (1st Floor)

TIF Committee Leaders take a deep dive into key TIF challenges and guide a roundtable discussion on workable solutions.

MODERATORS: Chuck Arnold, City of Redmond & **Sophie Adams**, City of Albany

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B. "OREGON'S SEMICONDUCTOR INDUSTRY: what happened in 2023 and what's next"

LOCATION: Sousa (1st Floor)

MODERATOR: Colin Sears, Global Trade & Business Services Manager, Business Oregon

Paul Benning, Chief Technologist, Hewlett-Packard 3D Printing
Dan Dias, Economic & Community Development Director, City of Hillsboro

Sarah Means, Semiconductor Manager, Office of Governor Tina Kotek
Ayodele Okeowo, Director of Intergovernmental Affairs, US Dept. Commerce

3p - 4p | PM GENERAL SESSION

FEATURED SPEAKER: Mike Grella, Founder, Grella Partnership Strategies

LOCATION: Hellman/Wilder (1st Floor)

Founder of Grella Partnership Strategies (GPS), and Chief Infrastructure Officer to Active Infrastructure, Mike brings over 28 years of experience in economic development, workforce development, corporate site selection, community engagement & planning, lobbying and public policy.

4:15p - 5:15p | EVE BREAKOUT SESSIONS

A. PLACEMAKING ADVENTURE: "Walking Tour of Eugene"

LOCATION: Off-Site ****Returns at 5:35p****

Attendees who have pre-registered for this exclusive tour will visit the Eugene SPARK Facility, the innovative developments within the 5th Street Market, and the Eugene Riverfront - 4:15 pm to 5:35 pm.

TOUR GUIDES: Matt Sayre, Collaborative EDO, **Linda Norris**, Travel Lane County & **Heidi Larwick**, Connected Lane County

B. "Innovative solutions to connecting previously incarcerated and previously houseless to programs and employment in Oregon Communities"

LOCATION: Sousa (1st Floor)

Nancy Pance, CEO & Co-Founder, Opportunity Oregon
Holly Holtan-Archer, HVRP Job Developer, Goodwill Industries

5:15p - 6p | EVENING BREAK

6p - 8p | AWARDS BANQUET CELEBRATION

LOCATION: Hellman/Wilder (1st Floor)

Join us as we recognize and celebrate the incredible accomplishments of Oregon's economic development community!

6:30p OCED Graduation Ceremony

7p Awards of Excellence in Economic Development:
Presentation of 2023 Award Recipients

Day Three

October 10
2023

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8a - 9:30a | BREAKFAST SESSION

BUSINESS OREGON UPDATES

LOCATION: Hellman/Wilder (1st Floor)

Sophorn Cheang, Director,
Business Oregon

Chris Cummings, Deputy Director,
Business Oregon

business
oregon

9:30a - 10a | AM BREAK

10a - 10:45a | GENERAL SESSION 1

"Driving Economic Impact Through Collaborative Partnerships in Downtowns Through Tourism"

LOCATION: Hellman/Wilder (1st Floor)

MODERATOR: Alexa Carey, Destination Stewardship Strategist,
Travel Oregon

Sheri Stuart, Oregon Main Street Coordinator, Oregon Main Street

Lise Grato, Executive Director, Albany Downtown Association

Laurie Van Zante, President, Gold Beach Main Street

Cherie McNair, Treasurer, Gold Beach Main Street

11a - 11:45a | GENERAL SESSION 2

"Exploring the Impact of AI on Economic Development"

LOCATION: Hellman/Wilder (1st Floor)

FEATURED SPEAKER: Jameson Watts, Dean, Willamette
University's School of Computing and Information Sciences

12p - 1:30p | LUNCHEON SESSION

"STATE OF THE REGIONS"

LOCATION: Hellman/Wilder (1st Floor)

A deep dive into the state of economic development in Oregon as highlighted by its regional leaders.

MODERATOR: Cindy Moore, Economic Development Coordinator,
Clackamas County

Monique Claiborne, CEO, GPI

Susan Christensen, Executive Director, GEODC

Jon Stark, CEO, EDCO

Abisha Stone, Economic Development Manager-Yamhill Co, SEDCOR

Amy Browne, Operations Manager, SOREDI