

# AGENDA | as of 4/3/2017 (subject to change)

Thursday, May 4, 2017 | Community Choice CUCC



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**7:00 AM Registration / Breakfast** (Main Floor / Ballroom A)

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**7:30 AM Exhibits Open** | (Main Floor)

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**8:00 AM Welcome & General Session** (Ballroom A)

**“Open & Welcome”**

- **IUA Chairman**

**“IEDA Update”**

- **Debi Durham**, director, Iowa Economic Development Authority

**“Special Message from the Governor”**

- Iowa Gov. **Terry E. Branstad** & Iowa Lt. Gov. **Kim Reynolds**

**BRE Awards**

- Presented by **Mark Reinig**, president, Professional Developers of Iowa; **Clark Smith** and **Bob Henningsen**, partners, Smart Solutions Group, Inc.; and honored by Gov. **Terry Branstad**

**Morning Keynote: “Building Cities For People”**

- **Joel Kotkin**, Presidential Fellow in Urban Futures at Chapman University (Orange, CA); Executive Director, Center for Opportunity Urbanism (Houston, TX); internationally-recognized authority on global, economic, political and social trends; author of the “Building Cities for People” report and the book *The New Class Conflict*; columnist for weekly “New Geographer” Forbes.com column and regular contributor to the Daily Beast

Joel will talk about the tremendous growth opportunities facing states like Iowa. These include the revival of US manufacturing and energy production (now a Presidential priority), support for agriculture and, perhaps most important, the shift of millennials to smaller, less expensive cities. These opportunities suggest places like Iowa can now compete not just in commodity-based production, but in intellectual product as well.

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**10:00 AM Break / Networking / Exhibits** (Main Floor)

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**10:30 AM Breakout Workshops -- Block #1** (Main Floor)

**Workshop 1 | Building Cities For People – Deeper Dive** (Rooms 312-313)

- **Joel Kotkin**, Presidential Fellow in Urban Futures at Chapman University (Orange, CA); Executive Director, Center for Opportunity Urbanism (Houston, TX); internationally-recognized authority on global, economic, political and social trends; author of the “Building Cities for People” report and the book *The New Class Conflict*; columnist for weekly “New Geographer” Forbes.com column and regular contributor to the Daily Beast

Moderated by Scott Drzycimski, director - customer, community and economic development, Alliant Energy

During his workshop, Joel’s main desire is to listen and to help *you* – the local economic developers, businesses leaders and promoters of Iowa communities. But he will also expound upon his morning keynote address by sharing his experiences concerning attempts by other communities (e.g., Houston, Austin, Nashville, Raleigh) to expand their appeal beyond just low costs and to develop a new narrative about themselves.

**Workshop 2 | Success with Smaller Data Centers** (Room 314-315)

- **Kim Ingerslev**, chief executive officer & principal, Professional Computer Systems (PCS)
- **Joel Althoff**, president/principal, Infrastructure Technology Solutions

Moderated by Mike Fastenau, manager, economic development - Iowa, Black Hills Energy

Panelists describe what it takes to locate and to find success with data centers in small Iowa communities.

### **Workshop 3 | Workforce: Embracing New American Immigrants + Community Successes** (Rooms 316-317)

- **Sven Peterson**, city manager, Perry
- **Lynn Ubben**, superintendent, Perry Community Schools
- **Jon Wolseth**, community devel. specialist, ISU Extension & Outreach – Community & Economic Development
- **Omar Padilla**, coordinator, Greater Des Moines Habitat for Humanity – Dallas County; Latino Political Network

Moderated by Troy Weary, area manager – local government and community affairs, ITC Midwest

In order for many Iowa communities – both urban and rural – to grow, there's a need to embrace new immigrants entering America. This comes with opportunities as well as a number of challenges needed to be overcome. Panelists from Iowa communities that have undergone this change will address these opportunities and challenges. They will describe how new immigrants have been received, and discuss the difficulties incurred and successes experienced by welcoming in this new segment of the population.

### **Workshop 4 | Local Government Financial Incentives for Private Development** (Room 318)

- **Bob Josten**, partner, Dorsey & Whitney, LLP

Moderated by Mark Douglas, president, Iowa Utility Association

One of Iowa's foremost authorities on local government and economic development financing is Robert Josten, a founding partner of the Des Moines office of the Dorsey & Whitney law firm. For more than 36 years, Bob has specialized in municipal law and finance, with a particular emphasis on tax increment financing and economic development. Each year at the Iowa SMART Conference, Bob presents the latest developments in economic development financing and encourages participants to bring their questions to his workshop.

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## **11:45 AM Conference Luncheon** (Ballroom A)

### **Emcee**

- **Courtney Greene**, communications director, Iowa Workforce Development

### **"SBA 2017 Iowa Small Business Person of the Year Award" Presentation**

- Winner: **Ben Puck**, president – Puck Custom Enterprises; Manning, Iowa

### **"SBA 2017 Iowa Small Business Community of the Year Award" Presentation**

- Winner: **TBA**

Awards presented by Jayne Armstrong, District Director, Iowa District Office, U.S. Small Business Administration

### **Luncheon Keynote | Sometimes to Win, You Have to Change the Game**

- **J.B. Bernstein**, sports agent, entrepreneur, New York Times best-selling author of Million Dollar Arm

Inspired by watching a professional cricket match on ESPN late one evening, JB traveled across the world to India with the hope and dream of finding major league baseball's first professional Indian born player. In a country where America's pastime was completely foreign, JB conducted The Million Dollar Arm reality television contest where the winner had a chance to win one million dollars and pitch for a professional American baseball team. Filled with a number of obstacles and challenges along the way, the contest ultimately found two winners. A great storyteller, JB shares the Million Dollar Arm story while providing ideas on how we as individuals, businesses and institutions can all pursue the American Dream.

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## **1:30 PM Breakout Workshops -- Block #2** (Main Floor)

### **Workshop 1 | U.S. Department of Commerce Economic Development & International Trade Services** (Rooms 312-313)

- **Steve Castaner**, agency representative for Iowa + East/Central Missouri, Economic Development Administration, U.S. Dept. of Commerce
- **Holly Vineyard**, ITA Global Markets: Office of the Director General, principal deputy assistant secretary, U.S. Dept. of Commerce
- **Patricia Cook**, ITA Global Markets: director, US Commercial Service – Iowa, International Trade Administration, U.S. Dept. of Commerce

Moderated by Jennifer Rhuppiah, manager of international business development, Iowa Economic Development Authority

A panel of experts will discuss the following:

- ❖ **DOC/International Trade Administration/Office of Director General:** Assists and advocates for U.S. businesses in international markets; promotes foreign direct investment into the U.S. through the SelectUSA Program. Explanation of US Commercial Service and Partner Posts at US Embassies worldwide.

- ❖ **DOC/International Trade Administration/US Commercial Service Iowa.** Summary of benefits of working with US Commercial Service for export promotion. Examples of companies assisted and sectors which would benefit from counseling. Examples of trades shows and events supported by US Commercial Service.
- ❖ **DOC/EDA Grants.** Overview of funding programs and assistance opportunities. Grant application best practices. EDA real time updates from Washington, D.C.

## **Workshop 2 | BRE Award Winners Panel** (Rooms 314-315)

- **Name**, title, company (TBA)
- **Name**, title, company (TBA)
- **Name**, title, company (TBA)
- **Name**, title, company (TBA)

Moderated by **Joe Raso**, president, Blane, Canada Ltd.

PDI Business Retention and Expansion (BRE) award winners will explore the keys to turning their businesses into community success stories and what made their businesses award-winning.

## **Workshop 3 | Development-Ready Communities** (Room 316-317)

- **Jessica Sock**, economic development coordinator, Olsson Associates
- **Rita Frahm**, president, Ida County Economic Development
- **Jeffrey Ray**, planning department manager, JEO Consulting Group, Inc.

Moderated by Troy Weary, area manager – local government and community affairs, ITC Midwest

Learn about advantages of an almost-certified site, participate in a discussion on virtual spec building, and more.

## **2:30 PM Ice Cream / Networking / Exhibits** (Main Floor)

## **3:00 PM Breakout Workshops -- Block #3**

### **Workshop 1 | Home Base Iowa – Successes Since Inception** (Rooms 314-315)

- **Jason Kemp**, program manager, Home Base Iowa
- **Brad Opp**, command pilot, Iowa Air National Guard
- **Timon Oujiri**, military recruiting operations director, Hy-Vee, Inc.
- **Hollie Askey**, economic development director, City of Norwalk

Moderated by Jason Kemp, program manager – Home Base Iowa, Iowa Economic Development Authority

A panel of veterans/employers/communities will discuss the impact and success of the program since it began in 2013.

### **Workshop 2 | Housing** (Rooms 316-317)

- **Jay Iverson**, executive officer, Home Builders Association of Iowa
- **Jayne Lourash**, assistant director, Laborers' Home Development Corporation
- **Tom Deimerly**, executive director, economic development, Marshalltown Regional Partnership

Moderated by Mike Fastenau, manager, economic development - Iowa, Black Hills Energy

Hear a broad perspective on what is going on in Iowa with regard to home building. Hear about a recently completed workforce housing development in Denison, Iowa and ongoing, similar projects in other communities across the state. Gain valuable insight into what the Laborers' Home Development Corporation looks at in communications – large and small – to undertake such projects.

### **Workshop 3 | Local Government Financial Incentives for Private Development** (Room 318)

- **Bob Josten**, partner, Dorsey & Whitney, LLP

Moderated by Scott Drzycimski, director - customer, community and economic development, Alliant Energy

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## **4:00 PM Adjourn**