

# CONFERENCE AGENDA

Sunday, August 25

11:00 AM - 5:00 PM

## AEDCE Golf Tournament

Ben Geren Golf Course

\$36 per golfer and includes green fee, cart, and range balls.

4:00 PM - 5:00 PM

## AEDCE Executive Committee Meeting

Fort Smith Convention Center (FSCC), Hall A3

5:00 PM - 6:00 PM

## AEDCE Board of Directors Meeting

FSCC, Hall A3

8:00 PM - 12:00 AM

## AT&T Hospitality Suite



Penthouse Suite, DoubleTree Hotel - Room 903

Monday, August 26

8:00 AM - 8:30 AM

## Registration/Continental Breakfast

FSCC, North Box Office Area

8:30 AM - 9:00 AM

## Welcome

FSCC, Halls A1 & A2

Tim Allen, Fort Smith Regional Chamber of Commerce  
Mayor George McGill, City of Fort Smith

CONFERENCE WIFI

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Business**

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FORT SMITH  
REGIONAL  
**CHAMBER**  
OF COMMERCE

LEADING TODAY.  
TRANSFORMING TOMORROW

2012-2018  
**\$700 MILLION**  
IN CAPITOL INVESTMENTS

RESULTING IN  
**6332**  
NEW JOBS

**50**  
SUCCESSFUL  
ECONOMIC DEVELOPMENT  
PROJECTS

**132 YEARS STRONG**

9:00 AM – 10:00 AM

**General Session 1: Talking 'Bout My Generation**

FSCC, Halls A1 & A2

*Libby Spears, Bravo cc*

There are FOUR generations in the workplace with one on the way. Bring up the topic and boom! bam! pow! the fireworks show can't be missed! It is time to step away from the finger pointing, blanket statements, and trash talk about each other and find common ground. Relying on tired and cliched generational stereotypes about one another do little to promote an environment where people are inspired to do great work by collaborating with one another. If you are tired of the tone of the generations conversation, this talk will be a breath of fresh air. No name calling. No labels. Just a desire to expand our understanding of each other!

10:00 AM – 10:15 AM

**Networking Break**

Sponsor:



10:15 AM – 11:15 AM

**General Session 2: Preparing Your Community for the Future of Work**

FSCC, Halls A1 & A2

*Debra Lyons, Principal Consultant at Lyons Workforce, LLC*

Technology jobs are required in every industry sector and the need for individuals with information technology skills continues to grow. Industry 4.0 is well underway and growing manufacturing jobs are exacerbating the shortage as the time to fill technology jobs increases and the supply remains well below what is needed. Community workforce development strategies must look beyond traditional training and implement plans to boost technology skills for emerging, transitioning and current workforce in every sector. Are Arkansas communities ready?

11:30 AM – 1:00 PM

**AEDCE Awards Luncheon**

FSCC, Hall C

*Keynote Speaker: The Honorable Asa Hutchinson, Governor of Arkansas*

**Sponsors:**



1:00 PM – 2:00 PM

**Concurrent Breakout Sessions**

*Choose from one of three options below:*

**Option 1: How can Chamber leaders and ED professionals support and build their small business communities?**

FSCC, Hall A3 (Speakers: Fine, Lane, Magee, Moody, Pettis, Zimmerman)

Small business is the foundation of most local economies. A robust local business community typically means a strong local economy. A panel of representatives from the U.S. SBA, Small Business Technology Development Centers, Procurement Assistance Centers, SCORE, Arkansas Women's Business Center and the Conductor will discuss how they serve small businesses and what local business support organizations can do to help their small businesses start, survive and grow.

**Option 2: Economics Arkansas - Connecting Educators to Industry**

FSCC, Hall B (Speakers: Masters, Cathey, and Griffin)

Economics Arkansas' (EA) mission is to equip PreK-12 schools with standards-based resources and professional development to teach economics, personal finance and the free enterprise system using practical, innovative and inspiring methods. The EA Connecting Educators to Industry workshop is designed to connect educators with industry experts in regions across the state by providing educators with research, data, and information that can be shared with students as they make decisions about future career paths in manufacturing, trucking,

construction, agriculture and other industries in Arkansas. Drawing upon EA's model, two local chambers embarked on a pilot project to work with their local school district to equip teachers, administration, and school personnel with the knowledge about careers and manufacturing opportunities available in the local area. Come learn how your chamber/EDO can serve as this valuable connector and resource within the community to showcase career paths leading to talent retention.

**Option 3: The Relevancy Conundrum: Make it meaningful for today's young professional.**

FSCC, Halls A1 & A2 (Speaker: Spears)

In today's marketplace the word "relevancy" sends a cold sweat across the brow of any chamber that worries about their future. "What if they just don't get us?" they ask about millennials and Generation Z. After all, we are bombarded with article after article about how different "they" are. But after a decade in the workplace, millennials are a known thing and Generation Z is on their way. It is time to stop looking confused or perplexed and get to work. I can show you how. Chambers who stay relevant do two things: they ask hard questions and make room for tough conversations. In this fun and informative session, I share with you the SEVEN things every chamber needs to talk about when they get back home. You will leave operating from a place of excitement and curiosity, imagining the possibilities of what can be. Take notes, ask questions, share your story, and then commit to do the work.

**2:00 PM – 3:00 PM**

**General Session 3: Transforming the Way We Work - Arkansas's Government Transformation**

FSCC, Halls A1 & A2

Panelists:

*Dr. Charisse Childers, Division of Workforce Services*

*Amy Fecher, Arkansas Department of Transformation and Shared Services*

*Johnny Key, Arkansas Department of Education*

*Steve Sparks, Arkansas Economic Development Commission*

*In April 2019, Governor Asa Hutchinson signed into law the Transformation and Efficiencies Act of 2019 bringing about a historic transformation and reorganization of state government agencies, boards, and commissions. A cornerstone of this effort was the reduction in cabinet-level agencies from 42 to 15 resulting in a more modern and efficient way to operate state government without cutting any services. This panel will discuss how the realignment will impact local chamber professionals & economic developers and transform the way we work.*

**3:00 PM – 3:15 PM**

**Networking Break**

**Sponsor:**



**3:15 PM – 4:15 PM**

**Concurrent Breakout Sessions**

Choose from one of the three options below:

**Option 1: Arkansas Steps Up Its Competitiveness With Tax Reform**

FSCC, Hall A3 (Speaker: Boch)

Arkansas underwent a thorough tax reform process in 2017-2018, culminating in major changes in the 2019 legislative session. Come understand what these reforms mean for your projects and learn about additional recommendations that would further boost Arkansas competitiveness.

**Option 2: Why Communities Fail & Succeed**

FSCC, Halls A1 & A2 (Speakers: Games, Johnson & Young)

In late 2018, Entergy Arkansas conducted a survey of site location consultants, economic developers, and opinion leaders and posed one question – What are 3-5 reasons communities fail? The survey results will be shared along with ways to address some of the failures, including examples of success from Batesville and Jonesboro that can be emulated in other communities.

### Option 3: Tallo - Recruiting future talent in a digital age in Arkansas

FSCC, Hall B (*Speaker: Martin*)

Tallo provides a platform for students to professionally showcase their talents, skills, interest, and abilities to market themselves to companies and colleges. With over 530K students using the platform to connect with opportunities, companies and colleges can search, message and engage with students that fit what they're looking for.

**4:15 PM – 5:15 PM**

#### General Session 4 - Political Roundtable/Legislative Update

FSCC, Halls A1 & A2

*Rep. Justin Boyd, Arkansas House of Representatives*

*Sen. Lance Eads, Arkansas State Senate*

*Sen. Jane English, Arkansas State Senate*

*Kenny Hall, Arkansas State Chamber of Commerce/AIA*

*Sen. Jim Hendren, Arkansas State Senate*

*Sen. Matthew Pitsch, Arkansas State Senate*

*Randy Zook, Arkansas State Chamber of Commerce/AIA*

An update on the legislative action that occurred in the past legislative session and how it impacts communities and those in the economic development and chamber profession. This session will also feature a political roundtable of legislators.

**5:30 PM – 7:00 PM**

#### Network Building Reception

906 Lounge

906 Garrison Avenue - Fort Smith

Sponsors:



**8:00 PM - 12:00 AM**

#### AT&T Hospitality Suite



Penthouse Suite, DoubleTree Hotel - Room 903

**Tuesday, August 27**

**8:00 AM – 9:15 AM**

#### State of the State Breakfast & Membership Meeting

FSCC, Hall C

*Mike Preston, Secretary, Arkansas Department of Commerce &*

*Executive Director, Arkansas Economic Development Commission*

*Tim Allen, President/CEO of Fort Smith Regional Chamber of Commerce*

Sponsors:



**9:15 AM – 9:45 AM**

#### Mini General Session - Arkansas's Good Roads Lead to Economic Development

*Joe Quinn, Executive Director of Arkansas Good Roads Foundation*

Arkansas Good Roads Foundation executive director Joe Quinn talks about the fact that 25% of the roads in Arkansas are in failing condition. This matters in terms of our ability to attract business and tourists, as well as being a huge quality of life indicator. Next year Arkansans will vote on the extension of a half-cent sales tax that could go a long way toward addressing these issues. This discussion far is more about local roads, bridges, and streets around communities in Arkansas than it is about new highways. Passage of the measure in 2020 will also mean funding for road repairs and construction continues to flow to counties and cities.

10:00 AM – 10:45 AM

### Concurrent Breakout Sessions

Choose from one of three options below:

#### **Option 1: Census 2020: Why It Matters to You**

FSCC, Hall B (Speakers: Wright and Wilkins)

31 weeks. 5,232 hours. 313,920 minutes. 18,835,200 seconds. Census Day, April 1, 2020.

- Do you know how important the Census is to Arkansas?
- Do you know what questions will be asked?
- Did you know that the Census count affects Federal funding for essential community services like education, transportation, housing, and medical care?
- Did you know that Arkansas is in danger of an undercount and that even a 1% undercount in 2020 could result in a loss of 750 million in funds over a 10-year period?
- Do you want to know how you can make a difference and help get Arkansas and your community fully counted?

#### **Option 2: Economic Development Project Case Study**

FSCC, Hall A3 (Speakers: Holmstrom, Barr, Story, Darby & Sorrell)

This session will take a closer look at two recent project announcements. Projects featured will be the recruitment of CZ-USA to Little Rock and the expansion of Coca-Cola in West Memphis.

#### **Option 3: Non-dues revenue - "Ease their pain" (and the Chamber will Gain!) - EACH Health Plan**

FSCC, Halls A1 & A2 (Speaker: McCollins)

Arkansas employers are facing year over year escalating health insurance costs. Even more, small (2-50) and mid-sized (50-300) employers have little to no options to help ease their pain. UNTIL NOW! Come hear about new health insurance options for your Chamber members AND how your Chamber will benefit in receiving non-dues revenue!

Features of these health insurance options are:

- For qualified employers an average savings of 5-15%
- Up to a \$500 deductible credit can be earned annually for participating in certain health and wellness programs
- \$0 cost benefits like telemedicine, diabetic testing supplies, and other value-added benefits to save on patient costs
- Premium refunds for employers having good claim years.

You will also hear from an employer who has benefited from these programs (Sebastian County, Arkansas)

10:45 AM – 11:00 AM

### Networking Break

Sponsor:



11:00 AM – 12:00 PM

### General Session 5 - Site Location Consultant Panel

Sponsor:

FSCC, Halls A1 & A2

Josh Bays, Partner at Site Selection Group

Carol Henderson, Senior Director, Business Incentives Practice of Cushman & Wakefield

Monty Turner, Principal Consultant & VP of Operations at Global Location Strategies



This session will be opened by The Honorable Steve Womack, United States Congressman (AR-3. )

Join this panel of site location consultants as they discuss trends in business recruitment and expansion. Learn what is on the mind of their clients and how corporations today are evaluating and choosing their next location or expansion opportunity and how to best position your community to win.

# POST-CONFERENCE ADD-ON SESSION

12:30 PM – 2:00 PM

## Site Location Consultant Roundtable

FSCC, Hall A3

*Carol Henderson, Senior Director, Business Incentives Practice of Cushman & Wakefield*

*Monty Turner, Principal Consultant & VP of Operations at Global Location Strategies*

*Josh Bays, Partner at Site Selection Group*

Special opportunity to participate in a small Round Table discussion with three site selection consultants. This conference add-on session is open to 25 individuals on a first come, first served basis (limited to 2 from each organization). Join our conference site selector panel for an in-depth small group discussion about top business location factors including talent/workforce development, incentives, infrastructure, technology, and the impact of opportunity zones, tax reform, and federal tariffs. Also, up for conversation is Arkansas's and the region's competitiveness and what they see as their clients' biggest needs going into the next decade.

There is an additional fee to attend this session.

## ENERGY SAVING DESIGNED FOR ARKANSAS



**Save energy and money** with OG&E Arkansas' residential and commercial energy efficiency programs.

Featuring no-cost energy assessments and rebates that make upgrading to efficient technology affordable, **OG&E is here to help Arkansas save.**

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