

2021 AEDCE CONFERENCE AGENDA

Sunday, August 22

1:00 PM

AEDCE Golf Tournament

Location: Jonesboro Country Club

\$65 per golfer and advance registration is required

1:00 PM

Tour of Arkansas State University

Meet in the hotel lobby at 1PM

Chancellor's Ambassadors to provide tours

4:00 PM

AEDCE Executive Committee Meeting

New Deal Boardroom

5:00 PM

AEDCE Board Meeting

New Deal Boardroom

5:00PM

AT&T Hospitality Suite – Room 132

Cornhole & Evening Reception

Monday, August 23

8:00 AM – 8:30 AM

Registration/Continental Breakfast

In front of Arvest III & IV

8:30 AM – 9:00 AM

Conference Welcome

Arvest IV – VII

- Katherine Holmstrom, Arkansas Economic Development Commission
- JD Lowery, Electric Cooperatives of Arkansas
- Mark Young, Jonesboro Unlimited & Jonesboro Regional Chamber
- Mayor Harold Copenhaver, City of Jonesboro
- Congressman Rick Crawford

9:00 AM – 10:00 AM

General Session 1 – *Horseshoes vs. Chess* - Keynote Speaker, Dave Adkisson

Arvest VI – VII

Veteran chamber executive and former mayor Dave Adkisson will share lessons he learned from more than 30 years managing three distinct chambers - a small city chamber, a metro chamber and a state chamber. He offers lessons he wishes he had known when he was starting out. His recently published bestselling book, *Horseshoes vs. Chess*, is considered the most comprehensive review of the

chamber profession and the unique role of chambers ever attempted. With vivid illustrations of successes and disappointments, Adkisson celebrates the valuable work chamber of commerce leaders do to shape their communities.

10:00 AM – 10:15 AM

Networking Break sponsored by Black Hills Energy

10:15 AM – 11:15 AM

General Session 2 – Live Here, Work Anywhere: How Remote Work is Shaking Things Up

Arvest IV – VII

The realities and possibilities of working remotely can transform companies and communities that are able to realize and capitalize on the potential that this new landscape provides. Our panel will look at talent attraction, quality of life, broadband, and business realignment as we explore the challenges and opportunities arising from the shift to remote work environments.

- JD Lowery, Electric Cooperatives of Arkansas (Moderator)
- Mike Harvey, Northwest Arkansas Council
- Clint O’Neal, Arkansas Economic Development Commission
- Alan Morse, Ritter Communications

11:30 AM – 12:50 PM

AEDCE Awards Luncheon – Keynote Speaker, Governor Asa Hutchinson

Arvest I – III

1:00 PM – 2:00 PM

Concurrent Breakout Sessions

Option 1

First Impressions Tour (FIT)

Delta Cotton Ballroom

Have you wondered what others think of your community? A First Impressions Tour (FIT) is an assessment tool that can provide a community with an unbiased perspective of its strengths and weaknesses. Two groups of community leaders switch places with one another and gather information that can be used to provide general direction for future community development efforts by identifying broad categories of community assets and/or areas for growth.

- Shelby Fiegel, UCA Community Development Institute
- Julie Allen, Newport Area Chamber of Commerce
- Tonya Fletcher, Paris Chamber of Commerce
- Bethany Hildebrand, Stuttgart Chamber of Commerce
- Amanda Mikles, Main Street Paris
- Mallory Weaver, City of Gravette

Option 2

Establishing and Using a 501 (c) 3 for the Chamber & Community

Delta Rice Ballroom

Ever wondered how to start or use a chamber of commerce 501 (c) 3? Join three chamber of commerce executives as they discuss how they started and use a 501 (c) 3 organization to promote the mission of the chamber and as a community resource.

- Julie Murray, Van Buren Chamber of Commerce
- Ginger Harper, Heber Springs Area Chamber of Commerce
- Bill Luther, El Dorado – Union County Chamber of Commerce

Option 3

Why Arkansas? AEDC Talent Recruitment Session

Delta Blues Ballroom

Retaining and attracting talent is critical to a community's successful economic development future. Learn about a new talent recruitment campaign led by a partnership between the Arkansas Economic Development Commission and the Arkansas Department of Parks, Heritage and Tourism, and how your organization can be a part of this initiative.

- Clint O'Neal, Arkansas Economic Development Commission
- Wade McCune, CJRW
- Travis Napper, Arkansas Department of Parks, Heritage and Tourism

2:00 PM – 3:00 PM

General Session 3 – ReMembership – Keynote Speaker, Kyle Sexton

Arvest IV – VII

Let's talk about what's broken and what's working. Kyle applies business marketing strategies to your chamber using real stories of remarkable organizations. Learn how to engage members without asking them to show up, discover a new value proposition for the different business profiles among your membership, and communicate your values and successes through the clutter of a noisy planet. Based on the second edition of Kyle's book, *ReMembership - New Strategies for Remarkable Membership Organizations*.

3:00 PM – 3:15 PM

Networking Break Sponsored by Arkansas State Chamber of Commerce/AIA

3:15 PM – 4:15PM

Concurrent Breakout Sessions

Option 1

#ChambersSoWhite: One Chamber's Pursuit to Diversify Their Team

Delta Rice/Blues Ballroom

Chambers have long been criticized for their lack of diversity. This diversity problem exists not only at the board level but more often at the staff level. Over a decade ago, the Conway Area Chamber of Commerce became purposeful

about diversifying its professional staff. What started as an aspirational attempt to “look” more like America eventually changed the culture of the organization. This commitment to diversity positioned the Chamber to help lead the city through its response to the racial unrest of 2020. In this candid conversation, Chamber team members will explore how cultivating authentic relationships internally has shifted the organization’s approach to diversity, equity, and inclusion, thereby strengthening its ability to serve as a community partner in advancing social justice issues. You will learn practical ways to promote diversity in your organization, even if your community’s racial and ethnic demographics are more homogenous.

- Brad Lacy, Conway Area Chamber
- Leo Cummings, Conway Area Chamber
- Adena White, Conway Area Chamber
- Corey Parks, Conway Area Chamber
- Cecilia Elliott, Conway Area Chamber

Option 2

Ready for Life Initiative

Arvest IV - VII

Come learn about this new Arkansas initiative integrating education and workforce data from state agencies, the legislature, and the Governor’s Office.

- Rick Neal, Office of Governor Asa Hutchinson

4:15 PM – 5:15 PM

General Session 4 – We’ve Got Funds, Now What?

Arvest IV – VII

With the infusion of funds from federal and state sources, communities have an opportunity to change their trajectory by strategically allocating these dollars for maximum long-term benefit. Panel discussion with thought-leaders around making the best use of funding to promote, position, and grow your community.

- Randy Zook, AR State Chamber (Moderator)
- Sec. Larry Walther, Arkansas Department of Finance & Administration
- Ted Abernathy, Economic Development Leadership
- Judge Joseph Wood, Washington County
- Ivy Pfeffer, Arkansas Department of Education

5:30 PM – 7:00 PM

Network Building Reception

Woodard McAlister Family Club

Centennial Bank Stadium – Arkansas State University

8:00 PM

AT&T Hospitality Suite – Room 132

Tuesday, August 24

8:00 AM – 9:15 AM

State of the State Breakfast & AEDCE Membership Meeting – Keynote Speaker, Sec. Mike Preston, Arkansas Department of Commerce/AEDC
Arvest I – III

Annual breakfast featuring Secretary of Commerce, Mike Preston, as he provides an overview of the past year in economic development as well as what's on the horizon.

Special Guest: Senator John Boozman

The AEDCE Annual Membership Meeting will occur after Secretary Preston's remarks and will include the election of AEDCE Board Officers & Directors.

9:30 AM – 10:30 AM

Concurrent Breakout Sessions

Option 1

CEO Roundtables (For Chamber/EDO CEOs)

Open to all CEOs of Chambers or Economic Development organizations to discuss trends, pending issues, and best practices. Two options are available based on membership/community size.

> 500 members/Metro EDOs - Delta Cotton Ballroom (Nancy Lee McNew, moderator)

< 500 members/Non-metro EDOs - Delta Rice Ballroom (Amy Williams, moderator)

Option 2

Chamber Solutions with Kyle Sexton

Delta Blues Ballroom

Kyle's unscripted format gives everyone a chance to get the ideas and advice they need in this high-energy, interactive session. Choose a focused topic like Membership Development, Communications or Web & Tech... or keep it general and let Kyle facilitate the conversation and see where it goes!

10:30 AM – 10:45 AM

Networking Break Sponsored by Farmers & Merchants Bank

10:45 AM – 12:00 PM

General Session 5 – Site Location Consultants Session

Arvest IV – VII

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.

- Mike Smith, Crossett Economic Development Foundation (Moderator)
- Tess Fay, Global Location Strategies
- Rose Davidson, JLL
- Tony Schum, Duff & Phelps

12:00 PM – 12:15 PM

Closing & Conference Ends

Arvest IV – VII

- Katherine Holmstrom, Arkansas Economic Development Commission
- JD Lowery, Electric Cooperatives of Arkansas
- Mallory Darby, City of West Memphis Economic Development

12:30 PM – 2:30 PM

Post Conference Add-on Session – Site Selectors Roundtable (\$150 per person includes boxed lunch)

Arvest IV - VIII

Special opportunity to participate in a small roundtable 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 COVID-19.

- Drew Williams, Baldwin & Shell (Moderator)
- Tess Fay, Global Location Strategies
- Rose Davidson, JLL
- Tony Schum, Duff & Phelps

Post Conference Add-on Session – Media Training (\$125 per person includes boxed lunch)

Delta Blues Ballroom

Engaging with the media is a critical function in communicating the good news we have to offer and mitigating the not-so-good news surrounding our work. In this two-hour workshop, AEDEC member Stone Ward's Kristie Flynn will work with us to define the ever-changing media landscape and provide best practices for engaging it to achieve the most positive possible outcomes. This training will assist and prepare you for your role in representing your organization by learning how to predict questions, avoid common traps, and focus on delivering your key messages. You'll also review the basics of crisis communications to provide you with the knowledge to seamlessly communicate during a crisis. Resource materials will be provided as a take-home reference tool.

- Kristie Flynn, Stone Ward