

2022 AEDCE ANNUAL CONFERENCE AGENDA

Sunday, August 28

10:30 AM

Golf Outing

Country Club of Arkansas

Sponsored by:



1:00 PM

Tour Amazon's LIT1 facility

7001 Zueber Road | Little Rock, AR 72206

5:00 PM

AEDCE Board of Directors Meeting

Hoffman

6:00 PM

AT&T Hospitality Suite

Presidential Suite - Room 1915

Sponsored by:



Monday, August 29

8:00 AM – 8:30 AM

Registration and Continental Breakfast

Outside of Salons A, B, C

8:30 AM – 9:00 AM

Conference Welcome

Salon A

9:00 AM – 10:00 AM

General Session - Demystifying Amazon – Communities are our Business

Salon A

Keynote Speaker: Tonya Hallett, Amazon

As a company who strives to be Earth's Best Employer, Amazon's commitment to people stretches far beyond our employees. Focused on the intersectionality people and places, we are excited to innovate on behalf of global communities. Amazon is working to tackle barriers in the communities where it operates. This includes the work of engaging and investing in people and families to not only meet, but exceed their access to food, healthcare, education, etc. This presentation will reveal how Amazon is committed to helping business leaders, governments and organizations build a better future one community at a time.

10:00 AM – 10:15 AM

Networking Break

Sponsored by:



10:15 AM – 11:15 AM

Concurrent Breakout Sessions

Option 1: Show Me the Money!

What you should know about economic development funding options | Salon A

- Julie Allen, PCED, Newport Area Chamber of Commerce
- Jon Chadwell, CECD, Newport Economic Development Commission
- Rush Deacon, Arkansas Capital Corporation
- Jennifer Emerson, EDFP, Arkansas Economic Development Commission
- Bentley Story, CECD, Arkansas Economic Development Commission

EB-5, Discretionary & Statutory Incentives, Economic Development Sales Taxes, PILOT Agreements, and federal grant programs are tools in the economic developer's toolkit to help make a good project even better, but how do they work? This session will explore different financial options that economic development practitioners should know about to better their community and secure their next investment.

Option 2: Career Blade Arkansas: Local chambers of commerce can now connect business and industry with their future workforce through meaningful school engagement | Hoffman

- Michele Linch, PHD, AR Career Awareness and Preparation System (AR CAPS)
- Kevin Tipton, Dreamline Manufacturing

Join us to learn how Career Blade provides local chambers an opportunity to improve their value to current and prospective members by increasing the visibility and awareness of chamber members to their future workforce. By completing a short survey, chamber members' business information will appear in Career Blade Arkansas resources that support regional and statewide workforce development at the K-12 grade levels and promote meaningful school engagement. Funded by the Arkansas Department of Education and in partnership with the Arkansas Public School Resource Center, Career Blade is a free resource for chambers, businesses and schools.

Option 3: Project Equity: Why Employee Ownership Is Economic Development's Best-Kept Secret | Manning

- Sarah McBroom, Project Equity

Did you know that half of the businesses in your community are likely owned by individuals that are at or nearing retirement age, many at risk of closure without an exit plan? At the same time, businesses are struggling to retain their workforce like never before amidst the "great resignation." Join this session to learn more about employee ownership and practical ways economic developers can apply it to strengthen and retain local businesses, lower workforce turnover, and build stronger, more resilient local economies.

11:30 AM – 1:00 PM

AEDCE Awards Luncheon

Salons B & C

Keynote Speaker: The Honorable Asa Hutchinson, Governor of Arkansas

Sponsored by:



1:00 PM – 2:00 PM

General Session: The Impact of DRA on Community Sustainability

Salon A

Justin Archer Burch, Local Initiatives Support Corporation (Moderator)

Dr. Corey Wiggins, Delta Regional Authority

This one-on-one conversation will focus on how the impact of Delta Regional Authority (DRA) can holistically help communities become sustainable through infrastructure, workforce, health care, and increase of human capital in the Delta region.

2:00 PM – 2:15 PM

Networking Break

Sponsored by:



2:15 PM – 3:15 PM

General Session: Six Ways to Make Your Digital Content More Successful!

Salon A

Brian Aiken, Neon Cloud Productions

There are 6 ways to become more successful in utilizing your digital content the correct way. This presentation will guide you through these main steps with many videos and examples.

1. Make Your Videos Comprehensible Without Audio
2. Make Your Videos Shorter
3. Make Your Videos Specific
4. Stay Consistent with Your Postings
5. Use Different Types of Posts
6. Get the Most Out of Your Posts!

3:15 PM – 3:30 PM

Networking Break

Sponsored by:



3:30 PM – 4:30 PM

Special Guest: Sarah Huckabee Sanders

Salon A

Sarah Huckabee Sanders, 2022 Candidate for Governor (R)

4:30 PM – 5:30 PM

Concurrent Breakout Sessions

Option 1: Trends in the Electric Utility Industry | Salon A

- Kurt Castleberry, Entergy Arkansas
- Derek Dyson, Today's Power
- Danny Games, CEcD, EDFP, Entergy Arkansas
- JD Lowery, Arkansas Electric Cooperative Corporation

Representatives from Arkansas's electric sector will discuss trends in their industry that are related to and impact economic development. Topics to include the growth of solar development in the state, the emergence of cryptocurrency mining operations and the advancement of electric vehicles.

Option 2: Talent and Workforce Development - Two approaches to creating a culture of enhanced learning | Hoffman

- Kristi Barr, Little Rock Regional Chamber
- Scott Kuttenkuler, Saline County Career Technical Campus - ASU Three Rivers

The Academies of Central Arkansas and the Saline County Career Technical Campus are transforming workforce and talent development across central Arkansas. Each framework is presenting students with options to enhance their learning and skills development leading to successful careers after high school.

Option 3: Outdoor Recreation as an Economic Driver | Manning

- Katherine Andrews, Arkansas Department of Parks, Heritage and Tourism

Outdoor recreation is quickly becoming a major contributor to our nation's economy. This session will focus on the economic impact of outdoor recreation, the creation of Offices of Outdoor Recreation across the country, and how chamber and economic development organizations can connect to this sector. This session will review national and state impact data and case studies, as well as resources to increase access, promotion, and growth.

5:30 PM

Bus Loading and Departure for Governor's Mansion

6:00 PM – 7:30 PM

Network Building Reception

Arkansas Governor's Mansion

1800 Center Street | Little Rock, AR 72206

Transportation will be provided to and from the venue for conference attendees. Our entertainment for the evening will be provided by Christopher Crane (Arkansas Film Commissioner) and his band, CC and the Phunkbari 5.

Sponsored by:



7:30 PM

Bus Loading and Departure for Little Rock Marriott

8:00 PM

AT&T Hospitality Suite

Presidential Suite - Room 1915

Sponsored by:



Tuesday, August 30

8:00 AM – 9:15 AM

State of the State Breakfast & AEDCE Membership Meeting

Salons B & C

Keynote Speaker: Secretary Mike Preston, Arkansas Department of Commerce

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

Sponsored by:



9:15 AM - 9:30 AM

Break

9:30 AM – 10:30 AM

Special Guest: Dr. Chris Jones

Salon A

Dr. Chris Jones, 2022 Candidate for Governor (D)

10:30 AM – 10:45 AM

Networking Break

Sponsored by:



10:45 AM – 12:00 PM

Site Selection Consultant Panel

Salon A

Kim Moore, CEcD, EDFP, MEDP, Newmark
Andrew Ratchford, Global Location Strategies
Benjamin Worrell, McGuire Sponsel

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12:00 PM

Conference Closing

Salon A

Post Conference Add-on Sessions

12:30 PM - 2:30 PM

Site Location Consultant Roundtable

Salons B & C

Kim Moore, CEcD, EDFP, MEDP, Newmark
Andrew Ratchford, Global Location Strategies
Benjamin Worrell, McGuire Sponsel

1:00 PM

Tour of Saline County Career Technical Campus

13600 I-30 | Benton, AR 72015