



CONFERENCE AGENDA

Sunday, August 26

12:00 PM

AEDCE Golf Tournament

Stonebridge Meadows Golf Club
Contact [Kevin Sexton](#) at to sign-up!

- A complimentary hotel shuttle is available for those not wishing to drive. Contact the front desk for details!

4:00 PM

AEDCE Executive Committee Meeting

Bella Vista Room

5:00 PM

AEDCE Board Meeting

Bella Vista Room

7:00 PM

AT&T Hospitality Suite Opens

Chancellor Suite, Room 1602



Monday, August 27

8:00 AM – 8:30 AM

Registration/Continental Breakfast

Atrium – Second Floor

8:30 AM – 8:45 AM

Welcome

Eureka Springs Ballroom A, B, C

Mayor Jordan, City of Fayetteville

Mike Harvey, AEDCE President

8:45 AM – 10:00 AM

General Session: Retail Recruitment & Attraction

Eureka Springs Ballroom A, B, C

Anthony Michellic, Brick & Mortar

Cellphone data tracking is being used by the biggest brands in the retail and restaurant industry. This session will present the benefits available to EDO's and Chambers of Commerce when leveraging this technology as part of their retail recruitment & attraction strategy. A step-by-step process for in-house collection and utilization of this data will be presented as well as discussion of various applications (retail recruitment, fortifying existing business sales, increasing tourism, etc.) for the information gathered.

10:00 AM – 10:15 AM

Networking Break

Atrium – Second Floor

Sponsor:



10:15 AM – 11:20 AM

General Session: Leveraging Taxes to Catalyze Economic Development (or at Least Not Thwart It)

Eureka Springs Ballroom A, B, C

Panelists: Matthew Boch, Dover Dixon Horne PLLC | Leisa Cagle, McKee Foods | Nicole Kaeding, Tax Foundation | Sam Walls III, Arkansas Capital Corporation

Tax policies and incentives can make or break economic development efforts. This panel will look at recent changes in tax law that economic developers need to understand, including ways to leverage the new federal opportunity zones. It also will update attendees with efforts at the Arkansas state level to make the tax system more competitive, including the proceedings of the Tax Reform & Relief Legislative Task Force and a preview of tax and incentive proposals we might see in the 2019 legislative session.

11:30 AM – 12:50 PM

AEDCE Awards Luncheon

White River Room (1st Floor)

Keynote Speaker: Governor Asa Hutchinson

Sponsors:



1:00 PM – 2:00 PM

General Session: Diverse & Inclusive Communities WIN!

Eureka Springs Ballroom A, B, C

Kuma Roberts, Tulsa Regional Chamber

Learn how communities WIN big using best practices centered around CEO commitment, recruitment/hiring, internal policies and community outreach efforts that showcase how to leverage diversity, equity and inclusion to enhance their competitive advantage. Attendees on all levels of their D & I journey are welcomed to attend.

2:15 PM – 3:15 PM

General Session: Lawsuit Reform as Economic Development & Upcoming Arkansas Legislative Briefing

Eureka Springs Ballroom A, B, C

Lawsuit Reform Panelists: Randy Zook, Arkansas State Chamber of Commerce/AIA | Justin Allen, Wright Lindsey & Jennings | Sen. Lance Eads, Springdale Chamber of Commerce | Jodiane Tritt, Arkansas Hospital Association

Legislative Briefing: Kenny Hall, Arkansas State Chamber of Commerce/AIA

3:15 PM – 3:30 PM

Networking Break

Atrium – Second Floor

Sponsor:



Mississippi
County
ARKANSAS
Commerce • Industry • Innovation

3:30 PM – 4:30 PM

Breakout Sessions

Economic Development Track: Business Leadership of Public Education

Bella Vista Room

Gary Newton, Arkansas Learns

Talent now drives economic development. And the biggest piece of the talent pipeline is Pre-K-12 public education. Chambers and economic development organizations must seize this greatest opportunity to advance individual, family, community and regional economic development by electing and re-electing school board members who prioritize the best interests of students. The result is a thriving, growing community able to meet the needs of current and future job creators.

Chamber Track: Communicating Your Chamber's Value

Eureka Springs Ballroom D

Shari Pash, Consultant Specializing in Membership Growth

In this session discover strategies and tips for educating potential members on the value of their chamber investment. Helping members to see your value beyond events and ribbon cuttings. We also discuss tips for sharing why it's important to invest even if the potential member has limited time to be involved. How do we change these perceptions? Help prospects, members, and your business community understand the value that their investment brings to your overall mission.

4:30 PM – 5:30 PM

CEO Roundtables

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 size.

Option 1: Membership – 500+

Bella Vista Room

Option 2: Membership – under 500

Eureka Springs Ballroom D

4:45 PM – 5:45 PM

AT&T Hospitality Suite Opens (closes during Network Building Reception)

Chancellor Suite, Room 1602



5:45 PM – 7:15 PM

Network Building Reception sponsored by

PinPoint

23 N. Block Avenue | Fayetteville



8:00 PM

AT&T Hospitality Suite Opens

Chancellor Suite, Room 1602



Tuesday, August 28

8:00 AM – 9:15 AM

State of the State Breakfast & AEDCE Membership Meeting

White River Room (1st Floor)

Sponsors:



Welcome – Steve Clark, Fayetteville Chamber of Commerce

Keynote Speaker – Mike Preston, Arkansas Economic Development Commission

9:15 AM – 10:30 AM

General Session: Invigorating the Workforce Pipeline Through Community-Based Career & Technical Education

Eureka Springs Ballroom A, B, C

Panelists: Jason Green, ABB Baldor | Mike Rogers, Tyson Foods | Jamie Rayford, Batesville Area Chamber of Commerce | Roger Rich, Southside School District

Businesses across Arkansas are leading efforts to strengthen and enhance the workforce pipeline through focused efforts in the communities they call home. Through partnerships with educational institutions, local employers are providing critical guidance needed to change opinions about career & technical education, create concurrent credit courses, and a pipeline of talent to meet their business needs.

10:30 AM – 10:45 AM

Networking Break

Atrium – Second Floor

Sponsor:



10:45 AM – 12:00 PM

General Session: Site Location Consultant Panel sponsored by

Eureka Springs Ballroom A, B, C



Panelists:

[Ann Petersen, Sr. Director | Cushman & Wakefield](#)

[Chris Volney, Managing Director | Newmark Knight Frank Global Corporate Services](#)

[Robert DiSerafino, Sr. Associate | KPMG Global Location & Expansion Services](#)

12:00 PM

Conference Ends.... But does it have to??

12:15 PM – 1:15 PM

Optional: Tour & Boxed Lunch at the NW Arkansas Fab Lab & Fayetteville Chamber of Commerce (no additional cost)



POST-CONFERENCE ADD-ON SESSIONS

1:00 PM –
3:00 PM

Option 1: Site Location Consultant Round Table (\$150 per person)

Bella Vista Room

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 competitiveness and what they see as their clients' biggest needs going into the next decade.

Site Location Consultants:

[Ann Petersen, Sr. Director | Cushman & Wakefield](#)

[Chris Volney, Managing Director | Newmark Knight Frank Global Corporate Services](#)

[Robert DiSerafino, Sr. Associate | KPMG Global Location & Expansion Services](#)

Option 2: Intentional Membership Growth (\$50 per person)

Eureka Springs Ballroom D

Seminar Leader: [Shari Pash, Consultant Specializing in Membership Growth](#)

Multi-tasking and juggling priorities is a way of life in your chamber. How do you simplify steps for signing new members and strengthening retention?

In this session, we will discuss and learn about the key areas of focus for membership growth. Also, provides an overview on how to implement and utilize the steps of the recruitment/sales process.

Proven steps that will successfully increase your ability to sign new members. Walk away with tips and tools for a solid foundation for membership activity that results in recruitment and retention success.