

AEDCE ANNUAL CONFERENCE

FAYETTEVILLE
AUGUST 26 - 28



Arkansas Economic Developers & Chamber Executives

1200 West Capitol Avenue, Little Rock, Arkansas 72201

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Arkansas Economic Developers & Chamber Executives

 [ArkansasEDCE](https://www.facebook.com/ArkansasEDCE)  [@_AEDCE](https://twitter.com/_AEDCE) | [#AEDCE2018](https://twitter.com/_AEDCE)

Program design by: Kari Beesley | karimbeesley@gmail.com

Welcome

to Fayetteville and Northwest Arkansas - I am happy that you're attending our 2018 AEDCE Conference!

The members of the conference planning committee have put together a great lineup for you this year. The agenda is full of new educational opportunities for both EDOs and Chambers of Commerce, all designed to help you better serve your stakeholders and members.

We'll be hearing from experts in a number of different interest areas like retail recruitment, policy, workforce development, talent attraction and retention, site selection, and trends affecting Chambers and EDOs both large and small. We're also anxious to hear the latest news and plans at the state level from Governor Asa Hutchison and AEDC Director Mike Preston. Plus, you'll have plenty of time before and after the sessions to network with your peers.

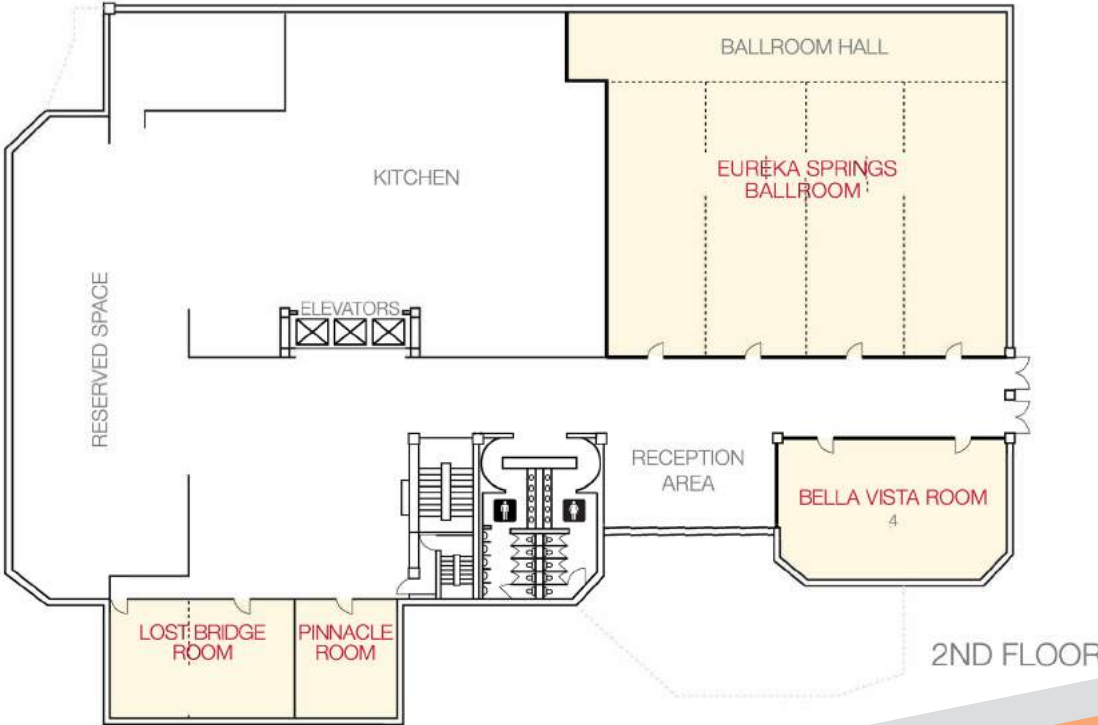
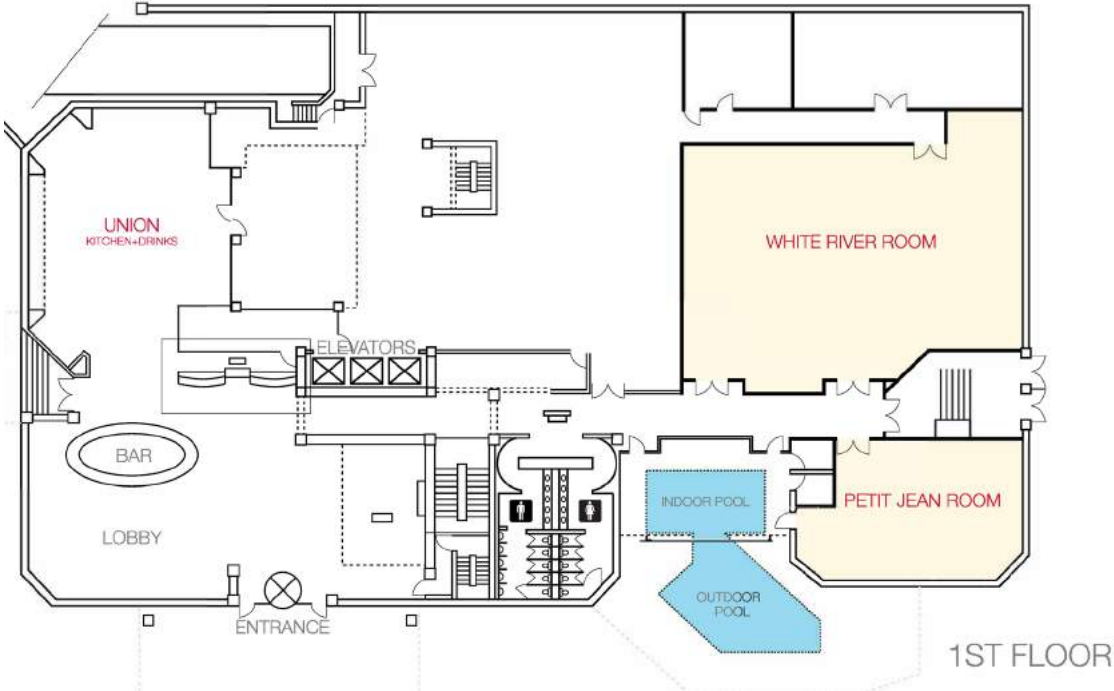
If you have any questions, please find me or another member of the planning committee. So, once again, thank you for attending - we hope you enjoy the conference!



Mike

Mike Harvey
Chief Operating Officer, Northwest Arkansas Council
President, Arkansas Economic Developers &
Chamber Executives (AEDCE)

THE CHANCELLOR HOTEL FLOOR PLAN



AEDCE OFFICERS & DIRECTORS

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Mike Harvey

Northwest Arkansas Council

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Tim Allen, IOM, PCED

*Fort Smith Regional
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PCED**

*Arkansas Economic
Development Commission*

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*Batesville Area
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*Rogers-Lowell Area
Chamber of Commerce*

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Nita McDaniel

*Monticello Economic
Development Commission*

Mallory Darby

*City of West Memphis,
Economic Development*

Ben France

*Little Rock
Regional Chamber*

Rob Ratley

OG&E

Lance Howell

*Malvern/Hot Spring County
Chamber of Commerce*

At Large

Tamika Jenkins

*Mississippi County
Economic Development*

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Randy Zook

*Arkansas State
Chamber of Commerce/AIA*

Executive Secretary/ Director

Shelley Short

*Arkansas State
Chamber of Commerce/AIA*

Chung Tan, CEcD, EDFP

*Fayetteville
Chamber of Commerce*

Mike Preston

*Arkansas Economic
Development Commission*

Sue McGowan, IOM

*(Immediate Past President)
Economic Development
Corporation of Paragould*

The image features a central white box with the Newport logo, which consists of a stylized blue and yellow wave above the word "Newport" in a large, black, serif font. Below the name is the tagline "Proud Past. Bright Future." in a smaller, blue and yellow font. The background of the entire image is a collage of industrial scenes, including molten metal being poured, workers in hard hats, and machinery in a factory setting.

**DEVELOPING QUALITY
YOUR BUSINESS
AND OURS**

AEDCE COMMITTEES

Annual Conference

Helps with planning and organizing the AEDCE Annual Conference.

Members:

Mike Harvey, Chair
Amy Williams
Ben France
Katherine Holmstrom
Mallory Darby
Tamika Jenkins
Tara Cathey
Tracy Brick

Education

Provides guidance and input regarding the professional development programs offered by AEDCE including the Mid-South Basic Economic Development Course, new Chamber Boot Camp program, and various workshops.

Members:

Joe Bailey, Chair
Crystal Johnson
JD Lowery
Jeff Pipkin
Katherine Holmstrom
Mike Harvey
Nita McDaniel
Sue McGowan
Tandee White
Tim Allen

Legislative

Provides guidance, expertise and recommendations regarding legislative or political issues affecting AEDCE members.

Members:

Randy Zook, Chair
Jay Chesshir
Mike Preston
Perry Webb
Raymond Burns
Rob Ratley
Tim Allen

Membership

Assists the Executive Director with membership recruitment, expansion and retention.

Members:

Ben France, Chair
Chung Tan
Lance Howell
Tamika Jenkins
Tara Cathey

Nominating

This committee is comprised of members of the AEDCE Executive Committee, which includes the President, 1st Vice President, 2nd Vice President, Secretary/Treasurer, and Immediate Past President.

Members:

Mike Harvey
Tim Allen
Katherine Holmstrom
JD Lowery
Sue McGowan

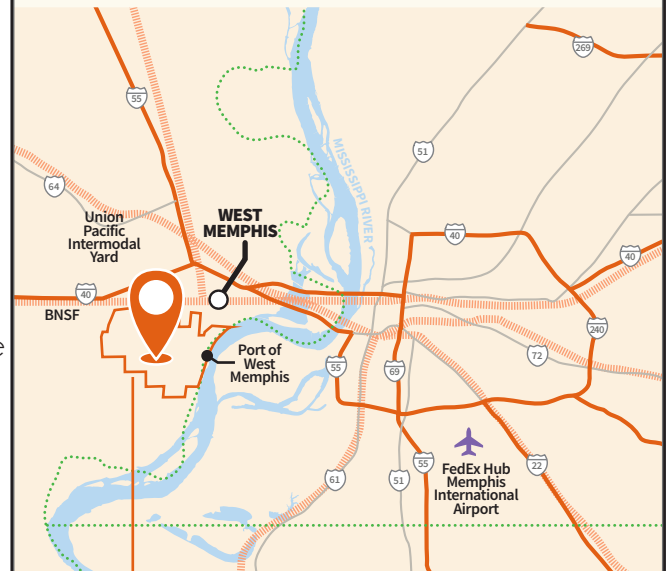
Scholarship

Reviews AEDCE scholarship applications and makes recommendations to the full board for the awarding of scholarship funds.

Members:

Raymond Burns, Chair
Chung Tan
Crystal Johnson
Mallory Darby
Rob Ratley

ALL WAYS ALWAYS ACCESSIBLE



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ARKANSAS
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GOLD



SILVER



HOSPITALITY SUITE



NAME BADGE



WIFI



ATTENDEE BAG



CONFERENCE AGENDA

Sunday, August 26

12:00 PM

AEDCE Golf Tournament

Stonebridge Meadows Golf Club

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



CONFERENCE WIFI
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**Arkansas
Business**

WiFi Username:
ChancellorGuest
Password: Hotel123

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 Michelic, 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 EDOs 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.



LITTLE ROCK
WHERE MANUFACTURING AND INNOVATION COLLIDE



Home to the Little Rock Port and the Little Rock Technology Park, where tech-driven companies and entrepreneurs operate in innovation, Little Rock is open for business.

The Little Rock Port Industrial Park encompasses 2,600 acres on the Arkansas River with prime industrial sites only minutes from three interstates and the Bill & Hillary Clinton National Airport. The port's rail service connects with Union Pacific Railroad and BNSF Railway, two Class I railroads.

Located in the creative corridor of downtown Little Rock, the Little Rock Technology Park houses startup and mature technology companies of all sizes. The Tech Park is also home to The Venture Center and offers the VC Fintech Accelerator empowered by FIS.



Regardless of your industry, Little Rock is a great place to grow your business. See why businesses LOVE LITTLE ROCK at lovelittlerock.org. For more information, contact Ben France at 501.377.6004.

LITTLE ROCK
REGIONAL
CHAMBER

10:00 AM – 10:15 AM

Networking Break
Atrium – Second Floor

Sponsor: 
Black Hills Energy
Improving life with energy

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: The Honorable Asa Hutchinson, Governor of Arkansas

Sponsors:



1:00 PM – 2:00 PM

General Session: Diverse & Inclusive Communities WIN!

Eureka Springs Ballroom A, B, C

Kuma Roberts, IOM, 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 | Carl Vogelphol, Yes on Issue 1*

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

Issue 1 has been described as the “vote of your lives” for Arkansas. Separate the facts from fiction in this panel discussion about lawsuit reform and its impact on economic development and the health of our communities. Panelists will discuss facts about Issue 1, impact of lawsuit reform as economic development in surrounding states, and why a diverse group of stakeholders are engaged in this topic in 2018.

3:15 PM – 3:30 PM

Networking Break

Atrium – Second Floor

Sponsor:



3:30 PM – 4:30 PM

Breakout Session

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

Chancellor Suite - Room 1602 (closes during Network Building Reception)



5:45 PM – 7:15 PM

Network Building Reception

PinPoint
23 N. Block Avenue, Fayetteville

Sponsors:



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

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

Sponsor:



12:00 PM

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

12:15 PM – 1:00 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

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

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.

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. An overview is provided 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 result in recruitment and retention success.

Cultivating a Better Arkansas



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innovate arkansas



 
ARKANSAS STATE CHAMBER OF COMMERCE **ASSOCIATED INDUSTRIES OF ARKANSAS**

Business matters.

The Arkansas State Chamber of Commerce / Associated Industries of Arkansas is the leading voice for business at the State Capitol and serves as the primary business advocate on all issues affecting Arkansas employers. Our mission is to promote a pro-business, free-enterprise agenda and contest anti-business legislation, regulations and rules.

We work on issues around the clock that affect you and your employees including:

- Education and Workforce Quality
- Civil Justice Reform
- Taxes
- Unemployment Insurance
- Workers' Compensation
- Economic Development
- Labor and Employment

In Washington, D.C. and right here at home, the State Chamber is your advocate. Supporting the State Chamber is an investment in Arkansas's future. By working with the State Chamber, businesses unite and achieve goals that simply would not be possible if each were working alone.

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SPEAKERS AND PRESENTERS



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The Honorable Asa Hutchinson
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CERTIFIED ECONOMIC DEVELOPERS (CEcD)

Jon Chadwell, CEcD

Newport Economic Development Commission

Barbara Merrick, CEcD

Entergy Arkansas

Mike Downing, CEcD

Jonesboro Unlimited

Lou Ann Nisbett, CEcD

The Economic Development Alliance for Jefferson County

Jim Fram, CEcD, FM, CCE

Community Growth Strategies, LLC

Jeff Pipkin, CEcD

Mountain Home Chamber of Commerce

Daniel Games, CEcD

Entergy Arkansas

Shelle Randall, CEcD

Jonesboro Regional Chamber of Commerce

Frankie Gilliam, CEcD

*Arkansas State University-Delta
Center for Economic Development*

James Michael Smith, CEcD

Crossett Economic Development Foundation

Devin Howland, CEcD

City of Fayetteville

Dr. Ronald J. Swager, CEcD, EM, FM

Swager Consulting

Buck C. Layne Jr., CEcD

Searcy Regional Chamber of Commerce

Chung Tan, CEcD, EDFP

Fayetteville Chamber of Commerce

Norman MacNeill, CEcD

Retired

Mark Young, CEcD

Jonesboro Regional Chamber of Commerce



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts towards the recertification of Certified Economic Developers (CEcDs).

CERTIFIED CHAMBER EXECUTIVES (CCE)*

Raymond Burns, CCE, IOM

Rogers-Lowell Area Chamber of Commerce

Jay Chesshir, CCE

Little Rock Regional Chamber

Jim Fram, CCE, CEcD, FM

Community Growth Strategies

Jamie Gates, CCE

Conway Area Chamber of Commerce

Paul Harvel, CCE

Russellville Area Chamber of Commerce

Brad Lacy, CCE, IOM

Conway Area Chamber of Commerce

Paul Latture, CCE

Little Rock Regional Chamber

Gary Newton, CCE, IOM

Arkansas Learns

Perry Webb, CCE, IOM

Springdale Chamber of Commerce

Cari White, CCE, IOM

Jonesboro Regional Chamber of Commerce

PROFESSIONAL COMMUNITY & ECONOMIC DEVELOPERS (PCED)*

Tim Allen, PCED, IOM

Fort Smith Regional Chamber

Brian Bahr, PCED

City of Bentonville

Renee Dycus, PCED

Southwest Arkansas Planning & Development District

Shelby Fiegel, PCED

University of Central Arkansas

Sasha Grist, PCED

Western Arkansas Planning & Development District

Katherine Holmstrom, PCED

Arkansas Economic Development Commission

Crystal Johnson, PCED, IOM

Batesville Area Chamber of Commerce

Steve Jones, PCED

Arkansas Economic Development Commission

Justin Majors, PCED

Arkansas Economic Development Commission

Nancy McNew, PCED

Pine Bluff Chamber of Commerce

Jean Noble, PCED

Arkansas Economic Development Commission

Ivy Owen, PCED

Fort Chaffee Redevelopment Authority

Travis Stephens, PCED, IOM

City of Bella Vista

Matt Twyford, PCED

Arkansas Economic Development Commission

Tandee White, PCED

Entergy Arkansas

Amy Whitehead, PCED

University of Central Arkansas

Drew Williams, PCED

Arkansas Economic Development Commission

**Listings include AEDCE members with professional certifications.*

