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INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL  
The Power of Knowledge and Leadership

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



LEADING GEORGIA TOWARDS  
**ECONOMIC PROSPERITY**  
#econpros2019

SEPT. 18 -20 // 2019

Westin Savannah Harbor  
Golf Resort & Spa

SCHEDULE OF  
EVENTS



I would like to  
**PERSONALLY WELCOME  
YOU**

to the 2019 GEDA  
Annual Conference  
in Savannah, GA -  
**THE HOSTESS CITY  
OF THE SOUTH!**

GEDA is one of the Leading Economic development organizations dedicated to enhancing Georgia's economic vitality, and our conference goal is to celebrate Georgia's state of momentum! This year's theme is Leading Georgia towards Economic Prosperity.

We have speakers and panel experts with us who will give us perspective on the world of transportation, planning for your community's future and negotiation strategies that you can use in your everyday role as an economic developer.

From new members to veteran economic developers, from small communities to large, we all face many of the same challenges, and this conference will be beneficial to all. When the sessions are done each day, plan to enjoy networking and learning from each other.



Andrea Schruijer,  
2019 Annual Conference Chair  
Executive Director,  
Valdosta-Lowndes County Development  
Authority

## Wednesday, September 18

**10am – 5p** .....2nd Floor Landing  
Registration Open

**10 - 11:30a**.....Riverscape B  
GEDA Board of Directors Meeting

**11 - 11:45a**.....Harbor Ballroom B  
GEDA New Member Orientation

**11:45a - 12:45p** .....Harbor Ballroom B  
GEDA New Member Luncheon (Invitation only)

**12:55 - 1:05p**.....Ballroom CDEF  
Welcome and Opening Remarks - Andrea Schruijer

**1:05 - 1:30p**.....Ballroom CDEF  
*Cyber Security in Your Community* - Amy Hudnall,  
Director, Georgia Center of Innovation for Aerospace, GDEcD

Panelists:

- Randall Touissant, Director of Corporate Solutions and Cyber Security (C<sup>2</sup>), GDEcD
- Allan Adams, State Director, Small Business Development Center, UGA

**1:30 - 2p**.....Ballroom CDEF  
*Georgia Ports Authority Report* - Griffith V. Lynch, Executive Director

**2 - 2:45p**.....Ballroom CDEF  
*The Future of Transportation in Georgia* - Dr. Walter Kemmsies –  
Managing Director, Economist and Chief Strategist for JLL's US Ports  
Airport and Global Infrastructure

**2:45 - 3:15p**.....Ballroom AB & Pre-function  
Break - Sponsored by Jackson EMC

**3:15 - 3:45p**.....Ballroom CDEF  
*Marketing to Humans: Build Trust, Film Stories, Grow Impact* -  
Jim Nichols & Drew Davis, Co-founders of Half Machine

**3:45 - 4:45p** .....Ballroom CDEF  
*The Power of Creativity and Observation to Solve any Challenge* -  
Derreck Kayongo, Entrepreneur, Global Soap Project Founder and  
Former CEO of the Center for Civil and Human Rights

**5:15p** .....Harbor Lawn  
Individuals participating in the Cornhole tournament need to be on the  
Harbor Lawn to hear the rules and prepare to get started at 5:30pm

**5:30 - 7p**.....Harbor Ballroom and Lawn  
Reception and Cornhole Tournament

**Indoor entertainment by David Denison**

## Thursday, September 19

**7am - 12:00p** .....2nd floor landing  
Registration Open

**7 - 8:30a**.....Harbor Ballroom  
Development Authority Executives breakfast (Invitation only)

**7 - 8:30a**.....Ballroom AB  
Breakfast

**8:30 - 9:15a (Door Prizes)** .....Ballroom CDEF  
*Planning for the New Economy* - Gray Swoope, President &  
Chief Executive Officer, VisionFirst Advisors

**9:15 - 10a**.....Ballroom CDEF  
*Accelerating Execution* - Kate McEnroe, Analyst, Advisor, Coach,  
Facilitator, Speaker & Trainer at Kate McEnroe Consulting

**10 - 10:30a**.....Ballroom AB & Pre-function  
Break sponsored by the City of East Point

**10:30 - 11:15a (Door Prizes)** .....Ballroom CDEF  
*The Art of Negotiations* - Ed Riggins, SIOR, CCIM,  
Senior Vice President at Cresa

**11:15 - 11:45a**.....Ballroom CDEF  
*Ask the Experts* – Open discussion with morning presenters

Moderator:

- Misti Martin, CECd, President, Cherokee Office of Economic Development

Panelists:

- Gray Swoope, President & Chief Executive Officer, VisionFirst Advisors
- Kate McEnroe, Analyst, Advisor, Coach, Facilitator, Speaker & Trainer at Kate McEnroe Consulting
- Ed Riggins, SIOR, CLIM, Senior Vice President at Cresa

### Door Prizes and Adjourn for Thursday afternoon optional activities:

- Gulfstream Corporation Tour
- Savannah Culinary and Historical Tour
- Sporting Clays at Dorchester Shooting Preserve
- Golf Tournament at the Club at Savannah Harbor

**6 - 7:00p** .....Harbor Ballroom & Lawn  
Reception

## Friday, September 20

**7am - 12p** .....2nd Floor Landing  
Registration Open

**7 - 8:30a**.....Ballroom AB  
Breakfast

**8:30 - 9:30a (Door Prizes)** .....Ballroom CDEF  
GEDA Annual Business Meeting, GRAD Sites, Activity awards  
and GDEcD Update  
• Lindsay Martin, Director, Existing Industries and Regional  
Recruitment Team, GDEcD  
• Scott McMurray, Deputy Commissioner, Global Commerce, GDEcD

**9:30 - 10:15a** .....Ballroom CDEF  
*The Ever-Changing Role of Economic Development Professionals,  
Board of Directors and Staying in Touch with Those Changes* -  
Tim Chason, President and Randy Cardoza, Consultant,  
The Chason Group, Inc.

**10:15 - 10:45a**.....Ballroom AB & Pre-function  
Break with Sponsors

**10:45 - 11:30a (Door Prizes)** .....Ballroom CDEF  
*Perspectives from GDEcD Alumni*

Moderator:

- Brian Sillitto, Executive Vice President of Economic Development for the Greater Columbus Georgia Chamber of Commerce

Panelists:

- Amanda Shailendra, The Pendleton Group
- Tom Croteau, Maxis Advisors
- Charlie Moseley, Georgia Power

**Final Comments  
Grand Prize Drawings  
Adjourn!**

Thank you for attending.  
**SEE YOU  
NEXT YEAR!**