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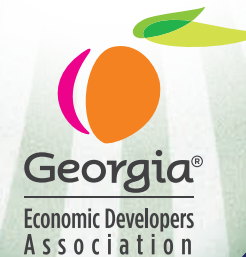
Working for a Better Future for All,  
Since 1926

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).

## Schedule of Events



2021 ANNUAL CONFERENCE  
SAVANNAH, GEORGIA



LOCATION:

HYATT REGENCY SAVANNAH

PRESENTING SPONSOR



geda.org

# Welcome to SAVANNAH, GEORGIA!

On behalf of the **Georgia Economic Developers Association (GEDA)**, I would like to welcome you to our **2021 Annual Conference** in beautiful, historic Savannah. GEDA's mission is to serve as the resource for networking, professional development and public policy for Georgia's Economic Development community. We hope this week's itinerary helps us accomplish that mission and also assists you in **finding new resources** and **forming new relationships**.

This year's theme is **Cirque du GEDA: Balancing Act**. Coming out of the pandemic, we've all been thinking about balance between our personal and professional lives. Also, the tight labor market, pressures on small business, and real estate prices have us focused on the balance in our local economies. Finally, your communities and our state are growing, changing, and finding a new balance. I hope these sessions give you some best practices to take home to your communities and that the fun touches of the theme help create memories for all our attendees.



**Dorie P. Bacon**  
GEDA 2021 Annual Conference Chair  
Executive Director,  
Screven County  
Development Authority

TWEET. LIKE. SHARE. #IAMGEDA



## WEDNESDAY

September 15, 2021

- 10 AM-5 PM**      **Registration Open (Registration Desk)**

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- 11-11:45 AM**      **New Member Orientation (Scarborough 4/5)**

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- 11:45 AM-12:45 PM**      **New Member Luncheon (Invitation Only – Scarborough 4/5)**

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- 12:55-1:10 PM**      **Welcome & Opening Remarks – Dorie Bacon (Regency Ballroom)**

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- 1:10-2 PM**      **Know Your Audience (Regency Ballroom)**  
**Facilitator:**      Jessica Hood, Director of Economic Development & Existing Industry, Effingham County Industrial Development Authority  
**Speakers:**      Marion Phillips, Research Analyst, Georgia Power  
                                Jerald Mitchell, President & CEO, Greater Columbus GA Chamber of Commerce  
                                Ron Tolley, CEO, Liberty County Development Authority

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- 2-3 PM**      **Beyond Peanuts & Popcorn: Food Projects in Georgia (Regency Ballroom)**  
**Facilitator:**      Bob Kosek, Director of the Logistics, Energy, Agribusiness & Food Team, Georgia Department of Economic Development  
**Panelists:**      Randi Mason, Vice President, Economic Development, Decide DeKalb  
                                Breezy Straton, Vice President of Economic Development, Elevate Douglas  
                                Kevin Ellis, Executive Director, Bacon County Development Authority

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- 3-3:30 PM BREAK**      **Sponsored by Jackson EMC (Verelst/Percival/Vernon)**

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- 3:30-5 PM**      **Setting the Stage: The Foundation of Communication & Presenting With Impact (Regency Ballroom)**  
**Speaker:**      Bob Ganzak, General Manager, Dale Carnegie Training

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- 5:30-7 PM**      **Opening Reception & Hors d'oeuvres, Sponsored by Georgia Realtors. Entertainment Provided by the Stardust Pixies & Stilt Fun (Harborside Ballroom)**  
  
**Dinner on Your Own**

## THURSDAY

September 16, 2021

- 7 AM-12 PM**      **Registration Open (Registration Desk)**

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- 7-8:30 AM**      **Development Authority Executives Breakfast (Scarborough 1/2)**

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- 7-8:30 AM**      **Breakfast (Regency Ballroom)**

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- 8:30-8:45 AM**      **Door Prizes, Housekeeping (Regency Ballroom)**

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- 8:45-10 AM**      **Putting on a Show: Present to Persuade (Regency Ballroom)**  
**Speaker:**      Bob Ganzak, General Manager, Dale Carnegie Training

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- 10-10:30 AM BREAK**      **With Sponsors (Verelst/Percival/Vernon)**

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- 10:30-11:15 AM**      **The High Wire Act: Balancing Housing, Retail, & Economic Development (Regency Ballroom)**  
**Panelists:**      Mill Graves, Director of Business Development, Retail Strategies  
                                Katherine Moore, President, Georgia Conservancy  
                                Travis Stegall, Economic and Community Development Director, City of Brunswick, GA

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- 11:15 AM-12 PM**      **Economic Contortion: FLEX Competition (Regency Ballroom)**  
**Facilitator:**      Rachel Barnwell, Manager of Economic Development Programs, Development Authority of Bulloch County  
**Panelists:**      Jason Dunn, Executive Director, Fitzgerald-Ben Hill County Development Authority  
                                Melissa Dark, President & CEO, Fitzgerald & Ben Hill Chamber of Commerce  
                                Hal Wiley, CEO, Fitzgerald High School College & Career Academy

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- 12 PM**      **Door Prizes & Adjourn for Thursday Afternoon**  
**Optional Activities:**  
• Sporting Clays at Dorchester Shooting Preserve  
• Golf Tournament at the Club at Savannah Harbor  
• Savannah River and Ports Tour at Hyatt Dock

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- 6-7 PM**      **Cocktails and Conversation, Special Drinks sponsored by Savannah JDA (Scarborough Ballroom)**  
  
**Dinner on Your Own**

## FRIDAY

September 17, 2021

- 7 AM-11 AM**      **Registration Open (Registration Desk)**

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- 7-8:30 AM**      **Breakfast (Regency Ballroom)**

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- 8:30-9:30 AM**      **Annual Business Meeting, GDEd Update, GRAD Sites, Door Prizes, CTAE EDP (Regency Ballroom)**

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- 9:30-10:30 AM**      **King of the Highwire (Regency Ballroom)**  
**Keynote Speaker:**      Nik Wallenda

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- 10:30-10:45 AM BREAK**      **With Sponsors (Verelst/Percival/Vernon)**

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- 10:45-11 AM**      **Center of the Ring: Grand Prize Drawings & Final Announcements (Regency Ballroom)**

