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SEDC CHARLOTTE
REDEFINING COMPETITIVENESS



2017 Annual Conference
August 20-22, 2017 | The Westin Charlotte | Charlotte, NC

KEYNOTE SPEAKER *Marcus Smith, President at Speedway Motorsports*



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 (CEd).



This professional development activity counts toward recertification of the Community Development Council's (CDC) Professional Community and Economic Developers certification (PCED).

— Hosted By —



WELCOME TO CHARLOTTE

This year's conference is focused on *Redefining Competitiveness*, something we all must do to remain relevant and stay on top of our economic development game. Here in Charlotte USA, we're doing just that by taking a fresh look at everything from branding and fundraising to technology and partnerships with other economic development organizations.

We believe you will find the speaker line up and educational sessions both worthwhile and thought provoking. In your downtime, we hope you'll take the time to explore our vibrant, walkable Center City full of fantastic dining options, sports venues, green space, and entertainment.

Ronnie L. Bryant, CEcD, FM, HLM
SEDC Local Chairman



SUNDAY, AUGUST 20

- 7:00 a.m. – **Golf Outing**
- 12:00 p.m. – **Golf Club at Ballantyne**
(Separate registration required)
- 12:00 p.m. – **Optional Activity: Carolina Raptor Center and Latta Plantation**
(Separate registration required)
- 4:00 p.m. – **Optional Educational Session**
Providence I
The latest resources available from SelectUSA
- 4:00 p.m. – **State Caucus Meetings (1 hour)**
- 6:00 p.m. – **Welcome Reception**
Bechtler Museum of Modern Art
Meet your fellow conference attendees while partaking in drinks and passed hor'dourves. The gallery and exhibits will be open for you to tour. Food and drink is not allowed in exhibit spaces.

MONDAY, AUGUST 21

- 8:00 a.m. – **Breakfast, Ballroom D**
- 9:00 a.m. – **New Member Breakfast, Providence I**
Past Chairman's Breakfast, Kings Room
- 9:00 a.m. – **Opening Remarks and Welcome**
Ballroom ABC
- 9:30 a.m. – **Keynote Speaker: Marcus Smith,**
President at Speedway Motorsports
Ballroom ABC
- 10:30 a.m. – **Break (30 minutes)**
- 11:00 a.m. – **General Session: Incentives, Trends and Realities in a Tea Party World**
Speaker: Gray Swoope, Vision First Advisors
Ballroom ABC
Gray Swoope has experienced firsthand the new realities surrounding the negative views of economic development. In this session, you will learn how to avoid the pitfalls and develop strategies to promote continued public investment in your community.
- 12:00 p.m. – **Concurrent Session: YP Break Out**
Speaker: Bob DeMers, Coaching Works
Providence III
Tips for young professionals dealing with the media
- 12:00 p.m. – **Luncheon, Ballroom D**
Recognizing Community Economic Development Awards & Communication Award Winners
- 1:45 p.m. – **Concurrent Session: Reshoring Redefines International Competitiveness**
Speaker: Mike Randle,
Southern Business & Development
Ballroom ABC
Manufacturing Rules in the American South: If one judges the economy by the number of economic development projects announced, then the last few years have never been better in the American South. Yet, demographics have our backs against the wall, so there is no question that the next few years will see project counts decreasing in the region and that's not such a bad thing.
- 11:00 a.m. – **Concurrent Session: Retail Recruitment**
Speaker: Lacy Beasley, Retail Strategies
Providence III
Municipal investment of time and resources in retail-focused commercial real estate has become increasingly important to building vibrant communities to attract the workforce and primary paying jobs communities are seeking. This session will cover the economic impact of tax revenue, jobs, and quality of life that retail generates for a community. Beasley will highlight the trends of today and make recommended best practices for retail recruitment.

- 2:30 p.m. – **Break (1 hour 15 minutes)**
- 3:45 p.m. – **Concurrent Session: Talent Attraction Millennials & Gen Y**
Speaker: Amy Holloway, Avalanche Consulting
Ballroom ABC
Access to talent is today's top driver of site decisions. Competitive communities are taking bold measures to ensure they have a steady supply of relevant skills to fuel their economies for years to come. What specifically are they doing to proactively prepare their talent pipelines and align leadership around this challenge? In this session, we will explore best practices for growing a sustainable, responsive talent pipeline at home.
- 4:45 p.m. – **Concurrent Session: Talent Attraction – It's the Talent, Stupid**
Speakers: Andy Levine, DCI
Rebecca Gehman, DCI
Providence III
Talent. Every city, state and region needs talent to survive. However, attracting and retaining top talent is no easy feat. We'll share the results of a recent survey of 1,000 working-age individuals from across the country that pinpoints the top factors that influence talent relocation decisions. We'll then delve into "best" and "next" practices of economic development organizations across the U.S. that are vying for skilled professionals. We'll look at innovative talent attraction websites, PR and advertising campaigns, digital/social media initiatives and other programs that are working in the battle to attract the "best and brightest" to pioneering communities.
- 6:00 p.m. – **Silent Auction Reception**
Providence I/II
Benefiting the SEDC Educational Foundation

TUESDAY, AUGUST 22

- 6:00 a.m. – **SEDC Fun Run, 5k & 10k**
Westin Lobby
Meet in the Westin Lobby. Creative Economic Development Consulting will be providing t-shirts, water, and granola bars to participants. No registration necessary.
- 7:30 a.m. – **Breakfast, Ballroom D (1 hour)**
- 8:00 a.m. – **General Session: Economic Outlook & Emerging Trends**
Speaker: Ted Abernathy, Economic Leadership
Ballroom ABC
The session will raise a dozen trends that will change your future. We will examine six trends that are changing the competitiveness of places, four that are changing the value and role of economic development leaders and two that, when combined, will make you question whether experience is an asset or your biggest problem.
- 9:15 a.m. – **Break (30 minutes)**
- 10:15 a.m. – **Break (30 minutes)**

- 10:45a.m. – **General Session: Transportation Infrastructure: Ports, Intermodal, Rail, & Highway**
Panelists:
Robin Hager, Hanesbrands
Wilby Whitt, CSX
Allen Clifford, MSC
Moderator:
Paul Cozza, NC Ports
Ballroom ABC
Multi-modal transportation connectivity is a key competitive advantage for communities and businesses in today's global supply chain. Come hear the latest best practices and trends to deliver the goods in a worldwide marketplace.
- 11:45 p.m. – **Luncheon, Ballroom D**
SEDC Awards Presentations & Annual Meeting
Awards include Honorary Life Members, Chairman's and President's Awards and Retiring Board Members
- 12:00 p.m. – **General Session: Redefining Communities: Success Stories**
Panelists:
Brian Anderson, Greater Columbus Georgia Chamber of Commerce
Sherry-Lea Bloodworth Botop, City of Fairhope, Economic and Community Development
Moderator:
Will Lambe, Atlanta Federal Reserve Bank
Ballroom ABC
The panel will focus on economic and community development finance in smaller markets. The panel will present some research and then engage in a discussion of how they, and their community partners, have reinvented their particular market to attract new investment.
- 2:00 p.m. – **Break (30 minutes)**
- 3:00 p.m. – **General Session: Trends in Site Location Issues**
Panelists:
Kathy Mussio, Atlas Insight
Mark Sweeney, McCallum Sweeney
Robin Spinks, Greenfield
Moderator:
Chris Chung, Economic Development Partnership of North Carolina
Ballroom ABC
Prepare yourself for this informative panel discussion with three well-known site selection consultants. They will be discussing the economic development trends and client activity over the past six months. Learn about the hot target sectors working their way across the country as well as international activity
- 3:30 p.m. – **Reception**
NASCAR Hall of Fame
Drinks and hor'dourves throughout the interactive exhibits
- 4:30 p.m. – **Break (30 minutes)**
- 6:30 p.m. – **Break (30 minutes)**
- 8:30 p.m. – **Break (30 minutes)**