



# EDA Chicago Region EDD Peer Learning Conference



September 28 - 30, 2014

The Millennium Knickerbocker Hotel  
Chicago, Illinois





**U.S. DEPARTMENT OF COMMERCE**  
**Economic Development Administration**  
**CHICAGO REGIONAL OFFICE**  
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September 28, 2014

Dear Economic Development Colleagues:

On behalf of the Economic Development Administration Chicago Regional Office staff, welcome to Chicago! We are pleased that you have joined us for the *EDA Chicago Region EDD Peer Learning Conference*.

Throughout this event, you will have many opportunities to hear about exciting approaches to regional development from your peers across the six-state EDA Chicago Region. You will be able to share your ideas and examples for overcoming obstacles and challenges, and hear about solutions to similar situations that your colleagues have implemented. EDA staff will offer tips for ensuring that applications are strong and fundable, and that projects are feasible.

Our expert speakers will share their experiences and lessons learned. Each session is structured to encourage discussion between the panelists and attendees, furthering your learning experience. We hope that you will take full advantage of the incredible wealth of knowledge that will be shared during the plenary and concurrent sessions, mobile workshops, special events, and networking breaks.

Chicago is an ideal location for our conference. The city is a strong supporter of small businesses through incubators and financial investments. Entrepreneurs abound throughout the city and the region, giving it a sense of limitless energy and innovation.

The conference offers many opportunities to hear from leading experts about innovations in economic development, and from economic development organizations working with local communities and organizations to nurture economic activity. Many of the organizations included in the slate of presentations have received EDA investments that are helping them grow, expand, and create or retain jobs. Considerable time has been built into the agenda for attendees to network with each other, and staff from the EDA Chicago Regional office will be on hand to meet with you individually to talk about projects in progress and in planning.

I urge you to take full advantage of the enormous expertise that will be available throughout the conference!

Sincerely

Jeannette P. Tamayo  
Regional Director

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## Conference Logistics

- The conference plenary sessions and Monday luncheon will be in the Crystal Ballroom on the Lobby Level.
- The reception on Sunday will be in the Continental Ballroom on the Lobby Level.
- All conference break out sessions will be held in the Tower Lobby on the 14th floor, except for the breaks on Sunday afternoon and Monday morning. They will be on the Lobby Level outside the Crystal Ballroom.
- Additional tickets for the opening reception on Sunday, lunch on Monday, and breakfast on Tuesday can be purchased at the conference registration desk.
- Badges should be worn throughout the conference.
- Conference room temperatures vary; we suggest you layer your clothing and adjust as needed.
- Conference attire is business, except for the Sunday afternoon plenary and reception, which are business casual.
- We highly recommend that you wear comfortable shoes for the mobile workshop as you will be getting on and off the bus and there will be a bit of walking involved. Meet in the hotel lobby to check in and board the bus.



## Conference Registration and Information Center

### Ballroom Foyer

Stop by the conference registration and information center to pick up your name badges, conference packet and to purchase additional tickets for any of the meal functions.

### Registration Schedule

#### Sunday, September 28

2:00 – 6:00 p.m.

#### Monday, September 29

7:45 a.m. – 5:00 p.m.

#### Tuesday, September 30

7:00 a.m. – 12:00 p.m.



*This event was planned by the NADO Research Foundation with support from the U.S. Economic Development Administration Chicago Office under investment # 06-06-09883.*

*The photos of people and locations outside of Chicago are from EDDs in the EDA Chicago region who participated in NADO's 2014 photo contest.*

# SCHEDULE AT A GLANCE



## Sunday, September 28

**2:00 p.m. – 6:00 p.m.**

Conference Registration

**Crystal Ballroom**

**3:00 – 5:00 p.m.**

**OPENING PLENARY:**

Building Blocks for Regional Development

**Crystal Ballroom**

**5:00 – 6:30 p.m.**

Networking Reception

**Continental Ballroom**

**1:45 – 5:00 p.m.**

**CONCURRENT WORKSHOPS**

The Elements of a Successful Project and a Successful Grant Application

**Tower East**

Becoming Your Best: Workshop for New Executive Directors

**Tower West**

**MOBILE WORKSHOP:**

From the Drawing Board to the Market Place: Bring Vitality to Chicago Incubators

**Hotel Lobby**

## Monday, September 29

**7:45 a.m. – 5:00 p.m.**

Conference Registration

**Crystal Ballroom**

**8:30 – 9:20 a.m.**

**PLENARY SESSION:**

Partnering with EDA

**Crystal Ballroom**

**9:20 – 9:30 a.m.**

Networking Break

**Crystal Ballroom**

**9:30 – 11:45 a.m.**

**MOBILE WORKSHOP:**  
Navy Fed: The transformation Continues

**Hotel Lobby**

**9:30 – 10:40 a.m.**

**CONCURRENT SESSIONS**

Working with University-Based EDA Centers: Observations and Experiences

**Tower East**

Building a Bi-National CEDS

**Tower West**

**10:40 – 10:50 a.m.**

Networking Break

**Tower West Promenade**

**10:50 a.m. – 12:00 p.m.**

**CONCURRENT SESSIONS**

Helping Small Businesses and Entrepreneurs Thrive

**Tower East**

Positioning your EDD for the Future

**Tower West**

**12 – 1:30 p.m.**

Luncheon Plenary with the Honorable Jay Williams, Assistant Secretary of Commerce for Economic Development

**Crystal Ballroom**

## Tuesday, September 30

**7:15 – 8:30 a.m.**

**PLENARY BREAKFAST:**

Federal Updates

**Crystal Ballroom**

**8:45 – 10:00 a.m.**

**CONCURRENT SESSIONS**

CEDS 101 or How I Learned to Stop Worrying and Love the CEDS

**Tower East**

Resilient Regions Post Economic and Natural Disaster

**Tower West**

**10:00 – 10:15 a.m.**

Networking Break

**Tower West Promenade**

**10:15 – 11:15 a.m.**

**CONCURRENT SESSIONS**

Designing, Leading, and Implementing Effective EDD Collaborations

**Tower East**

Building a Strong Regional Economy with Existing Assets

**Tower West**

**11:30 a.m. – 12:30 p.m.**

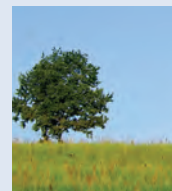
**PLENARY SESSION:**

What's on the EDA Horizon?

**Crystal Ballroom**

**12:30 p.m.**

Conference Adjourns



**As you leave the conference, please recycle your name badge holders in the box on the conference registration desk.**

*(Crystal and Continental Ballrooms are on the Lobby Level; Tower East and Tower West are on Level 14)*

# Full Conference Schedule & Session Descriptions



## Sunday, September 28

**2:00 p.m. – 6:00 p.m.**

**Conference Registration**

**Crystal Ballroom  
Lobby Level**

**3:00 – 5:00 p.m.**

### **Opening Plenary: Building Blocks for Regional Development**

Economic development organizations are faced with increasing demands for existing services and programs, as well as realization that their expertise and skills are needed in additional areas. At the same time, the competition for diminishing state and federal funds is mind-boggling. This interactive opening plenary will look at obstacles and challenges faced by regional development practitioners on a daily basis, offering real examples of solutions for overcoming them. The session will also provide insights into how economic development organizations can help state agencies understand their critical roles in local and regional development, resulting in potential financial opportunities.

**Welcome:** *Jeannette Tamayo*, Regional Director, EDA Chicago Regional Office

**Moderator:** *Joe McKinney*, Executive Director, NADO

**Crystal Ballroom  
Lobby Level**

### **Part 1: Coming to Terms with Obstacles to Regional Development**

Kicking off the conference will be a facilitated and participatory discussion about the everyday obstacles that EDDs and other economic development practitioners are facing in the EDA Chicago Region. Attendees will be asked to sit with peers from their individual states and after group discussions, they will identify the obstacles and challenges to creating and implementing regional strategies—indicating order of importance. The information gleaned from this discussion will be useful for EDA, NADO, EDA University Centers and other entities as they look at ways to better work with regional entities.

**Facilitator:** *Joe McKinney*, Executive Director, NADO

### **Part 2: Building Strong Regions**

Learn about three comprehensive, inclusive, innovative, and different approaches to building strong and resilient regions: Vibrant Northeast Ohio, the Regional Prosperity Initiative in Southwest Michigan, and the Resilient Region project in Minnesota.

**Melissa Radermacher**, Regional Development Planner, Region Five Development Commission

**John Egelhaaf**, AICP, Executive Director, Southwest Michigan Planning Commission

**Sara Wenger**, Program Manager, Eastgate Regional Council of Governments

### **Part 3: Building Relationships with States**

Hear how EDDs from Minnesota, Indiana and Ohio have built positive working relationships with various state agencies.

**Dawn Hegland**, Executive Director, Upper Minnesota Valley Regional Development Commission

**Theresa Criss-Hartwig**, Executive Director, Indiana Association of Regional Councils

**Bret Allphin**, Development Director/GIS Manager, Buckeye Hills-Hocking Valley Regional Development District

**5:00 – 6:30 p.m.**

**Networking Reception**

Continue the discussions from the opening plenary, unwind with long-time colleagues from throughout the region, share and exchange information and ideas with peers, or visit with EDA Chicago Regional Office staff before you head out to dinner at one of Chicago's world class restaurants!

**Continental  
Ballroom  
Lobby Level**

# Full Conference Schedule & Session Descriptions



## Monday, September 29

**7:45 a.m. – 5:00 p.m.**  
**Conference Registration**

**Crystal Ballroom**  
**Lobby Level**

**8:30 – 9:20 a.m.**  
**Plenary Session: Partnering with EDA**

Introductions and table discussions between conference attendees and EDA Chicago Regional office staff about ways to partner with EDA.

**Crystal Ballroom**  
**Lobby Level**

**9:20 – 9:30 a.m.**  
**Networking Break**

**Crystal Ballroom**  
**Lobby Level**

**9:30 – 11:45 a.m.**  
**Mobile Workshop: Navy Pier: The Transformation Continues**

This mobile workshop will take attendees to the Navy Pier and attendees will learn about its evolution from a single pier to a robust entertainment destination that is in the process of a major transformation in time for the Pier's 2016 centennial.

**Meet in Hotel Lobby**

**9:30 – 10:40 a.m.**  
**CONCURRENT SESSIONS**

**Working with University-Based EDA Centers: Observations and Experiences**

Hear about ways EDDs and EDA-funded University Centers can collaborate on economic development programs and initiatives.

*John Egelhaaf, AICP*, Executive Director, Southwest Michigan Planning Commission

*Kelly O'Brien*, President and CEO, Alliance for Regional Development

*Sally Hanley*, Director of Business Development, The Economic Development Council for Central Illinois

*Moderator: Bo Beaulieu, PhD*, Director, Purdue Center for Regional Development

**Tower East**

**Building a Bi-National CEDS**

Learn how MSU and two regional councils have partnered to increase exporting activity in two of Michigan's most economically depressed regions. The project targeted small to mid-size businesses and was focused on helping them find new markets for their products and services.

*Rex LaMore, Ph.D.*, Director, Center for Community Economic Development, MSU

*Jeff Hagan*, Executive Director, Eastern Upper Peninsula Regional PDC

*Jane Fitzpatrick*, Program Manager, East Michigan Council of Governments

*Moderator: Erin Kuhn*, Executive Director, West Michigan Shoreline Regional Development Commission

**Tower West**

**10:40 – 10:50 a.m.**  
**Networking Break**

**Tower Lobby**

**10:50 a.m. – 12:00 p.m.**  
**CONCURRENT SESSIONS**

**Helping Small Businesses and Entrepreneurs Thrive**

Learn from three organizations in Ohio, Illinois, and Wisconsin about their programs to help small businesses and entrepreneurs succeed and contribute to regional economic stability.

*John Hemmings*, Executive Director, Ohio Valley Regional Development Commission

*Alene Carr*, Executive Director, Southeastern Illinois Regional Planning and Development Commission

*Connie Loden*, Executive Director, Progress Lakeshore

*Moderator: Myron Schuster*, Executive Director, Northwest Regional Planning Commission

**Tower East**



# Full Conference Schedule & Session Descriptions



## Positioning your EDD for the Future

Increase your understanding of the critical elements needed for your EDD to thrive not only today but in the coming years.

**Steve Etcher**, Vice President, Community EDGE

Tower West

**12 – 1:30 p.m.**

## Luncheon Plenary

**Speaker: The Honorable Jay Williams**, Assistant Secretary of Commerce for Economic Development

Crystal Ballroom  
Lobby Level

**1:45 – 5:00 p.m.**

## CONCURRENT WORKSHOPS

### Becoming Your Best: Workshop for New Executive Directors

Aimed at new executive directors, this session will provide vital information about what to expect as you settle into the position. It is also a terrific refresher for those who are a bit more seasoned but interested in learning more about ways to better manage their organizations.

**Steve Etcher**, Vice President, Community EDGE

**Moderator: Robin Bush**, Environmental Protection Specialist

Tower West

### The Elements of a Successful Project and a Successful Grant Application

EDA Chicago Region staff will lead this session which will look at what constitutes a strong and viable project that has community buy-in, includes strategic partnerships, and is fundable.

Tower East

#### General application information

Eligibility, need for project, investment priorities:

**Bill Warren**, Economic Development Specialist

Budgeting and staffing

**Patrick Lydic**, Area Director

Programs: Technical Assistance, Public Works Assistance, Economic Adjustment Assistance, and RLFs

**Lee Shirey**, Economic Development Specialist

**Darrin Fleener**, Economic Development Specialist

Construction

**Gerald Figliulo**, Construction Project Manager

**John Owen**, Construction Project Manager

NEPA requirements

**Robin Bush**, Environmental Protection Specialist

#### Economic Development Districts

Role of EDRs, Economic Development Districts, and University Centers

**Don Kathan**, Area Director

CEDS process and planning

**Michelle Velasquez**, Economic Development Specialist

#### Governance and technical compliance

**Susan Brehm**, Regional Counsel

### Mobile Workshop: From the Drawing Board to the Market Place: Incubators Bring Vitality to Chicago

This mobile workshop will bring attendees to two incubators: IIT, which focuses on tech businesses, and the Energy Foundry, which works with energy related startups.

Meet in Hotel Lobby



## Tuesday, September 30, 2014

**7:15 – 8:30 a.m.**

### **Plenary Breakfast: Federal Updates**

Join your peers for breakfast and continue the networking before hearing about the latest developments from Capitol Hill.

**Ted Stiger**, Legislative Associate, NADO

**Crystal Ballroom  
Lobby Level**

**8:45 – 10:00 a.m.**

### **CONCURRENT SESSIONS**

#### **CEDS 101 or How I Learned to Stop Worrying and Love the CEDS**

This session will include tips and tools for creating a high-quality, high-impact CEDS. Topics will include creating and implementing SMART goals, defining and measuring economic resilience, and communicating return on investment for your region.

**Brian Kelsey**, Director of Economic Development, NADO

**Tower East**

#### **Resilient Regions Post Economic and Natural Disaster**

Gain tips on ways your organization can help your region rapidly recover from economic and natural disasters, as well as examples for moving forward after a disaster.

**Nicole Griensewic Mickelson**, Executive Director, Region Nine Development Commission (MN)

**Ed White**, Economic Development Manager, Southwestern Wisconsin Regional Planning Commission

**Moderator: Sylvia Chinn-Levy**, Economic Development Planner, Northeast Ohio Four County Regional Planning and Development Organization

**Tower West**

**10:00 – 10:15 a.m.**

### **Networking Break**

**Tower Lobby**

**10:15 – 11:15 a.m.**

### **CONCURRENT SESSIONS**

#### **Designing, Leading, and Implementing Effective EDD Collaborations**

This session will introduce various models of EDD collaboration, including statewide CEDS, data-driven cluster initiatives, and coordinating and leveraging assets across regions.

**Brian Kelsey**, Director of Economic Development, NADO

**Tower East**

#### **Building a Strong Regional Economy with Existing Assets**

Hear how three of your peers from Illinois and Indiana are creating new opportunities for their communities through asset re-purposing, as well as using broadband to tap into and strengthen local talent.

**Cary Minnis**, Executive Director, Great Egypt Regional Planning and Development Commission

**Lisa Gehlhausen**, Executive Director, Indiana 15 Regional Planning Commission

**Susan Craig**, Executive Director, Southeast Indiana Regional Planning Commission

**Moderator: Greg Jones**, Executive Director, Southern Indiana Development Commission

**Tower West**

**11:30 a.m. – 12:30 p.m.**

### **Plenary Session: What's on the EDA Horizon?**

Regional Innovations Grants FFO: Angela Belden-Martinez, Senior Advisor and Director of Outreach  
FY 2015 Outlook: Jeanette Tamayo, Regional Director, EDA Chicago Regional Office

**Crystal Ballroom  
Lobby Level**

**12:30 p.m.**

### **Conference Adjourns**



## Speakers and Moderators



**Bret Allphin, Development Director/  
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**The Honorable Jay Williams,  
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**Jeannette Tamayo, Regional  
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## Contact Information for the Chicago Regional Office

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