

September 9 – 12, 2017

Dena'Ina Convention Center | Anchorage, AK

WORKING DRAFT

Friday, September 8

8:30 a.m. – 6:00 p.m.

Pre-conference Mobile Workshop: Building Tomorrow's Workforce, Preserving Sea Life: AVTEC-Alaska's Institute of Technology and Alaska's SeaLife Center

Located on the edge of Resurrection Bay, Seward is home to the state's only public aquarium that includes marine research, education, and wildlife response, and the state's only post-secondary vocational training center. Both facilities contribute enormously to the city, region, and state economy. AVTEC's "career in less than a year" has proven highly successful in providing skills and pathways to careers. The workshop will include an overview of the important impact of AVTEC to the state's future, and a tour of the facility including the state-of-the-art maritime training center and the culinary academy (including lunch!). A tour of the SeaLife Center will offer insights into the important work they do to protect and preserve sea life and their various educational programs. *(Pre-registration is required; additional fee of \$100 per person. Limit to 50 participants.)*

9:00 a.m. – 5:00 p.m.

Pre-conference Mobile Workshop: Planting the Seeds for Food Security in the Mat-Su Valley

The heart of the Matanuska Valley, Palmer's microclimate assures its place as an agricultural center for the state. A quiet town of miners, Palmer transformed forever when President Roosevelt's New Deal brought farmers from the Midwest to the Mat-Su to try their skills at farming in this fertile region. Today, Palmer's booming agriculture industry is helping boost Farmer's Markets, bring local foods to the table (at homes and restaurants), and contribute to the state's overall economy. This workshop will cover the unique agricultural history of the Mat-Su, its impact on food security and the economy, a stroll along Palmer's Edible Rail Trail, and visits to local farms as well as a locally-sourced meal. *(Pre-registration is required; additional fee of \$85 per person. Limit to 50 participants.)*

3:00 – 5:00 p.m.

Conference Registration

Saturday, September 9

9:00 a.m. – 5:00 p.m.

Conference Registration

9:00 – 11:00 a.m.

Executive Committee Meeting

9:30 a.m. – Noon

Learning Labs

- **Harnessing the Power of Data to Improve Your CEDS**

Accessing, interpreting, and incorporating the right data are some of the most important tasks in writing an effective and compelling CEDS. This hands-on learning lab will highlight free data tools and resources you can use to improve your CEDS and

enable stakeholders to make more informed decisions when planning for regional economic development. Bring your own laptop or tablet to follow along with the live demonstrations, access information specific to your region in real-time, and experience first-hand the capability of these data tools. *(Pre-registration is required; additional fee of \$25 per person.)*

- **Human Resources Basics: What Executive Directors Need to Know**

Is your personnel handbook current and comprehensive? Are your compensation and benefits plans competitive and realistic? Do you have processes in place to manage difficult staffing situations? Are you on top of current FMLA and other federal laws? What an executive director needs to know about HR systems and processes will be addressed in this workshop. *(Pre-registration is required; additional fee of \$25 per person.)*

1:30 – 4:00 p.m.

Concurrent Learning Labs

- **Taking the CEDS to the Next Level Through the Content Guidelines**

The U.S. Economic Development Administration's 2015 CEDS Content Guidelines ushered in a new era in CEDS planning, design, and implementation. This session will explore the ins and outs of the Content Guidelines, feature examples of CEDS that have embraced the opportunities provided by this framework, and explore additional key areas such as performance metrics, alignment with other planning processes, and engagement strategies to "tell the story of the CEDS" to key constituencies, including your board and CEDS Committee. *(Pre-registration is required; additional fee of \$25 per person.)*

- **What You Need to Know Now to Be an Effective RDO Leader**

New and emerging RDO leaders are often struck by how much they need to learn as they assume new roles with greater responsibility in their organizations. During this Learning Lab, attendees will gain insights into what makes a strong RDO leader and how to develop management and leadership styles that will have a positive impact on the RDO, both now and in the future. *(Pre-registration is required; additional fee of \$25 per person.)*

Sunday, September 10

8:00 a.m. – 5:00 p.m.

Conference Registration

8:30 – 11:00 a.m.

SERDI Council of Peers Meeting

10:00 a.m. – 12:00 p.m.

Resilience Roundtables

10:00 a.m. – 12:00 p.m.

Concurrent Learning Labs

- **RDO Board Members: Becoming a Strong(er) Advocate for the RDO**

What is your role as a board member? How can you support the RDO and the executive director to insure longevity and sustainability? What is the balance between leading and micro-managing? What information do you need from the RDO leadership to better serve as an effective board member? What is your role in providing outreach to the RDO's various audiences? Learn how to be the best board member you can be during this interactive Learning Lab. *(Pre-registration is required; additional fee of \$25 per person.)*

- **Moving from Measuring Success to Showing Relevance**

If your organization disappeared, who would know? What would happen in your region without your RDO? In this session, participants will learn about measuring what matters to key constituents, analyzing performance information, and using it to refocus programs and to tell the organization's story. Data points by themselves may not have much influence on decision-makers and residents, but demonstrating impact on the community and individuals can help to improve the relevance of RDOs in their regions. *(Pre-registration is required; additional fee of \$25 per person.)*

1:00 – 3:30 p.m.

Concurrent Learning Labs

- **Fiduciary Responsibility for RDO Board Members**

RDO board members play a critical role in assuring the organization's financial health is strong and will cover present and future needs. This Learning Lab will offer critical tips to board members regarding what to look for in the financial statements and accounting policies, including how to identify red flags, ways to avoid fraudulent situations, know what information you should be receiving regularly, and understanding the information provided, and other aspects that will help you better monitor the RDO's financial well-being. *(Pre-registration is required; additional fee of \$25 per person.)*

- **Telling Your Story/Sharing Your Successes**

RDOs often are conveners and facilitators that create a space for great work to happen, but they do not often take credit for this work. Attendees in this session will learn how to identify opportunities to create a narrative about RDO efforts, how to craft stories that showcase RDO strengths, and how to tell the story through traditional or social media. Beyond learning to tell your own story, participants will hear how to create a group of storytellers among your RDO board members, partners, and stakeholders. *(Pre-registration is required; additional fee of \$25 per person.)*

- **Best Practices to Incorporate Resilience Into the CEDS**

Planning for resilience positions communities and regions for long-term prosperity and success in the face of an uncertain economic and environmental landscape. RDOs across the country are exploring ways to incorporate resilience planning into their CEDS to address a variety natural and economic disasters in their regions. In this session, hear from RDO and federal staff about best practices and useful approaches for infusing resilience into your CEDS to better prepare for, respond to, and recover from both natural and economic disasters. *(Pre-registration is required; additional fee of \$25 per person.)*

3:45 – 5:15 p.m.

Membership Regional Caucus Meetings

6:00 – 7:30 p.m.

Opening Reception

Monday, September 11

7:00 a.m. – 5:00 p.m.

Conference Registration

7:30 – 8:15 a.m.

DDAA Breakfast

8:30 – 10:00 a.m.

Opening Plenary: RDO Relevance

10:00 – 10:15 a.m.	Networking Break
10:00 a.m. – Noon	<p>Mobile Workshop: Ted Stevens International Airport Operations</p> <p>Anchorage’s airport is an important anchor in the economy of the region and the state, situated less than 9.5 hours from 90 percent of the industrial world. The Ted Stevens Anchorage International Airport ranks second in the United States for landed weight of cargo aircraft, and is among the top five globally for cargo throughput. The airport is also the world’s busiest floatplane base, serving a critical aviation need in Alaska. On this tour, attendees will learn about airport operations in a way typically unseen by airport passengers. <i>(Pre-registration is required. Limited to 21 attendees. Additional fee of \$40 per person.)</i></p>
10:15 – 11:45 a.m.	<p>Concurrent Sessions and Conversation Café</p> <ul style="list-style-type: none"> • Cultural Competency in Today’s World and Workforce • Developing an Entrepreneurial Ecosystem • Energy • Conversation Café: Workforce
12:00 – 1:30 p.m.	Keynote Luncheon
1:45 – 3:15 p.m.	<p>Concurrent Sessions and Conversation Café</p> <ul style="list-style-type: none"> • Rural Health Indicators • Trends in Economic Development • Getting Broadband to Your Region • Conversation Café: New Directors and Emerging Leaders
1:45 – 4:45 p.m.	<p>Mobile Workshop: Anchorage Neighborhoods on the Move</p> <p>Join staff from the Cook Inlet Housing Authority and Anchorage Community Land Trust to tour two evolving neighborhoods in Anchorage – Mountain View and Spenard. This tour will explore community and economic development approaches in each neighborhood, including initiatives around affordable housing, transportation infrastructure, placemaking, and the arts. Learn what partnerships and coalitions were created to support redevelopment, secure funding, and involve local residents in planning for the future of these neighborhoods. <i>(Pre-registration is required. Additional fee of \$40 per person; limited to 30 participants.)</i></p>
3:15 – 3:30 p.m.	Networking Break
3:30 – 4:30 p.m.	<p>Concurrent Sessions and Conversation Café</p> <ul style="list-style-type: none"> • Freight Planning • ESRI GIS Session • Social Media: What Makes Sense for RDOs? • Conversation Café: Aging
3:30 – 5:00 p.m.	Nominating Committee
5:00 – 6:30 p.m.	Innovation Awards Reception

Tuesday, September 12

7:30 – 8:45 a.m.	Executive Committee Breakfast
8:30 a.m. – 5:00 p.m.	Conference Registration
9:00 a.m. – 12:00 p.m.	<p>Mobile Workshop: Port of Anchorage Tour</p> <p>The deep water Port of Anchorage is at the center of Alaska’s distribution hub and provides connections to rail and truck freight movements. The port is critical to Alaskans’ ability to access goods, since over 3.5 million tons of food, building materials, cars, clothing, and other goods pass through the port annually. During the tour, attendees will hear from port officials about the port’s economic impact, port operations, vessels calling at the port, and more. <i>(Pre-registration is required. Limited to 30 attendees. Additional fee of \$40 per person. Participants must present a government-issued ID for the required port security check.)</i></p>
9:00 – 10:15 a.m.	Plenary Session
10:15 – 10:30 a.m.	Networking Break
10:30 a.m. – 12:30 p.m.	<p>Mobile Workshop: Growing and Accelerating Anchorage’s Entrepreneurial Community: A Visit to the Boardroom</p> <p>The Boardroom opened in downtown Anchorage in 2013 to serve as a flexible and affordable workspace for the city’s growing class of independent workers, small businesses, mavericks, freelancers, and consultants. On this tour, learn how the Boardroom is a vital part of Anchorage’s entrepreneurial ecosystem by connecting its members with corporate partners, facilitating networking opportunities, and providing technical assistance and guidance to start-ups and small businesses. Participants will also get a chance to meet staff from some of the organizations based out of the Boardroom including Launch Alaska, the state’s first accelerator that takes companies through a four-month process to position them for growth and investment. <i>(Pre-registration is required. Additional fee of \$25 per person, limited to 25 participants. Please note: this is a walking tour.)</i></p>
10:30 – 11:45 a.m.	<p>Concurrent Sessions</p> <ul style="list-style-type: none"> • Deal Making • Building on Your Assets • The Silver Tsunami Phenomenon • Workforce
12:20 – 1:30 p.m.	Lunch on Your Own
1:30 – 2:30 p.m.	Closing Plenary Session
2:30 – 2:45 p.m.	Networking Break
2:45 – 5:15 p.m.	<p>Annual Business Meeting</p> <p>NADO Board of Directors Meeting</p>

5:15 – 6:15 p.m.	Innovation Award Photo Session
6:30 – 7:00 p.m.	Reception / Cash Bar
7:00 – 8:30 p.m.	President's Award Dinner

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