



2018 SWREDA Conference
Proven Strategies, New Approaches
July 25 – 27, 2018 | Tulsa, Oklahoma

Wednesday, July 25

8:00 a.m. – 12:30 p.m.

Peer Reviews

12:30 – 1:30 p.m.

SWREDA Board Meeting

1:30 – 2:45 p.m.

Opening Plenary: Proven Strategies, New Approaches in Tulsa

Learn about innovative and exciting approaches to economic development in and around Tulsa.

- Rich Brierre, Executive Director, INCOG, Tulsa, OK, Welcome and Introductions
- Betty Voights, Chair, SWREDA and Executive Director, CAPCOG, Austin, TX, Conference Overview
- Mike Neal, President and CEO, Tulsa Regional Chamber, Tulsa, OK
- Karen Keith, Tulsa County Board of Commissioners, and Chairman, INCOG, Tulsa, OK

2:45 – 3:00 p.m.

Networking Break

3:00 – 3:45 p.m.

Plenary: Federal Legislative Update

Get up-to-the minute information about federal policies and programs that effect economic and community development programs.

- Joe McKinney, Executive Director, NADO, Washington, DC
- Moderator: Sandy Chancey, Executive Director, Eastern Plains Council of Governments, Clovis, NM

3:45 – 4:00 p.m.

Networking Break

4:00 – 5:00 p.m.

Star of the Southwest Awards Presentations

The 2018 Star of the Southwest awardees, two each from Arkansas, Louisiana, New Mexico, Oklahoma, and Texas, will be recognized for their successful projects. They will share information about their projects, from idea to implementation and impact, through brief presentations and interactive conversations with the audience.

- Moderator: Debora Glasgow, Executive Director, SWODA, Burns Flat, OK

5:00 – 6:30 p.m.

Stars of the Southwest Awards Roundtable Reception

Following the Star of the Southwest Awards presentations and brief presentations from the awardees, this Roundtable Reception will provide an opportunity for attendees to meet one-on-one with the awardees to learn much more about their projects.

Thursday, July 26

7:30 – 8:30 a.m.

Good Conversations Continental Breakfast

A continental breakfast will be provided, so plan on grabbing a bite to eat and a cup of coffee before joining one of the small group table discussions for a lively peer-directed information exchange about topics of relevance to you and your work.

- Moderator: David Creed, Executive Director, North Delta EDD, Monroe, LA

8:30 – 11:45 a.m.

Walking Workshop

Incubating Businesses: New Approaches to Successful Strategies: Fuel up at the Continental Breakfast before heading out to see two successful business incubation models in action. [The Forge](#) is one of Tulsa's first business incubators; its location includes office space, mentors, connections and information needed to overcome the daily challenges of entrepreneurship. Recent data shows that for every 10 jobs at The Forge, another 5 are created in and around Tulsa. This further results in over \$550,000 annual incomes and almost \$1 million in goods and services sold. [36 Degrees North](#) is called Tulsa's basecamp for entrepreneurs. As with The Forge, 36 Degrees North offers office space, diverse resources, and a network of other entrepreneurs that share ideas and exchange information. Attendees will hear from leadership of each incubator, meet with businesses and entrepreneurs, and learn how the incubator environment has had a positive impact on the success of small businesses throughout the Tulsa region. ***Attendees should meet in the Hyatt lobby at 9:00 am; the group will depart from the hotel promptly at 9:15 pm and will return to the hotel by 11:45 am. Limited to 25 attendees. Additional fee: \$20. Be sure to wear your most comfortable shoes!***

9:00 – 10:15 a.m.

Concurrent sessions

Modern Strategies for Communication and Workflow Management

We all want to work smarter not harder. Explore the current advancements in online technology supporting that ideal. Get an overview of how some of the largest companies in the world are increasing productivity and minimizing the need for time spent on mundane tasks. Explore how conversations are changing the economic ecosystem and discover how your organization can benefit from these modern strategies. This interactive session will cover workflow management, communicating content, social media management.

- Lori Grimm, Assistant Workforce Outreach Coordinator, Southwest Arkansas PDD (AmeriCorps VISTA), Magnolia, AR
- Jennifer McCollum, Director of Public Relations & Community Development, ACOG
- Moderator: Renee Dycus, Executive Director, Southwest Arkansas PDD, Magnolia, AR

Small Businesses in New Settings

Session will share two non-traditional and successful approaches to economic development: Mother Road Market, Tulsa's first food hall that caters to small businesses and food entrepreneurs, and Keshet Ideas and Innovation Community, an incubator for entrepreneurs focusing on the arts in Albuquerque.

- Jeff Thompson, General Manager, Mother Road Market, Lobeck Taylor Family Foundation, Tulsa, OK (invited)

- Ann Simon, Economic Development Program Manager, MRCOG, Albuquerque, NM
- Moderator: Heather Urena, Executive Director, Kisatchie-Delta Regional PDD, Alexandria, LA

10:15 – 10:30 a.m. Networking Break

10:30 – 11:45 a.m. Concurrent Sessions

Digital Tools for GIS

Session will provide an overview of GIS tools available for economic development planning and implementation. It will also look at the ways that GIS technology can be used for public safety.

- Barbara Gibson, Senior GIS Specialist, INCOG, Tulsa, OK
- Ty Simmons, Senior GIS Analyst, INCOG, Tulsa, OK
- Tina Thompson, GIS/911 Administrator, Western Arkansas PDD, Fort Smith, AR
- Moderator: Tim Armer, Executive Director, North Central New Mexico EDD, Santa Fe, NM

The Art of Placemaking: Community-based Approaches to Designing Public Spaces

Learn about two approaches to placemaking, one along the Arkansas River waterfront and the other a rezoned portion of a downtown, that have skillfully and thoughtfully taken existing local community assets and parlayed them into public spaces that promote a sense of community, foster healthy lifestyles, and enhancing quality of life for residents and visitors alike. A Gathering Place for Tulsa is transforming a section of Tulsa's waterfront into a dynamic and active space by combining nature and an urban setting place to play, relax and gather together along the river. Broken Arrow, known as the City of Roses, named the designated arts and entertainment area of the city the Rose District in recognition of its transformation into a historic downtown destination for residents and visitors. Learn how both city's are creating vibrant locations that will enhance community engagement and economic activity.

- Jeff Stava, Executive Director, The Gathering Place, LLC, Tulsa, OK
- Wes Smithwick, President and CEO, Broken Arrow Chamber of Commerce, Broken Arrow, OK
- Moderator: Rich Brierre, Executive Director, INCOG, Tulsa, OK

12:00 – 1:30 p.m. Luncheon Plenary

- Welcome: Betty Voights, Executive Director, CAPCOG, Austin, TX
- Jorge Ayala, Regional Director, U.S. Economic Development Administration, Austin, TX
- The Honorable Mary Fallin, Governor, Oklahoma

1:45 – 4:30 p.m. Mobile Workshops

Tulsa Port of Catoosa: The [Port of Catoosa](#), a multi-modal shipping complex and 2,000-acre industrial park, is one of the largest inland river ports in the country. With over 70 companies currently located within the complex, the Port has an annual economic impact of over \$300 million to the state's economy. The Port combines barges, trucks and railways to move agricultural commodities, petro products, machinery, and building materials every day. Upon arrival at the Port, attendees will hear from Port staff about the important contribution it makes to the local, regional, state and multi-state economy before heading out to tour the facility. ***Attendees should meet in the Hyatt lobby at 1:30 pm; the bus will depart from the hotel promptly at 1:45 pm and will return to the hotel by 4:45 pm. Limited to 50 attendees. Additional fee: \$40.***

Macy’s Fulfillment Center: Located in Owasso, OK, the Macy’s Fulfillment Center employs about 1,500 people year-round, with an additional 3,000 positions filled during the December holiday season. The 2.2 million square foot facility covers just over 70 acres of land about 12 miles north of Tulsa and is Macy’s largest fulfillment center. It was designed to hold over 14 million units with a retail value hovering around \$450 million. The Center was operational in 2015 and it is anticipated that by 2023, the Center’s economic impact to Tulsa and the surrounding area will be about \$800 million. Attendees will learn how Macy’s selected Tulsa for the Center, how it has impacted the local economy in terms of jobs and income, and see the Center’s state-of-the-art technology in action as they tour the facility.

Attendees should meet in the Hyatt lobby at 1:30 pm; the bus will depart from the hotel promptly at 1:45 pm and will return to the hotel by 4:45 pm. Limited to 30 attendees. Additional fee: \$40.

1:45 – 3:00 p.m. Plenary Session: Digital Tools for Workforce

- Kira Livingston, Administrative Support Specialist, Central Arkansas PDD, Lonoke, AR
- Shawntell Brown, Business Services/Special Projects Coordinator, Central Arkansas PDD, Conway, AR
- Chris Schreck, Planning and Economic Development Manager, CAPCOG, Austin, TX
- Shelley Cadamy, Executive Director, Workforce Tulsa, Tulsa, OK
- Moderator: Dwayne Pratt, Executive Director, West Central Arkansas PDD, Hot Springs, AR

3:00 – 3:15 p.m. Networking Break

3:15 – 4:30 p.m. Concurrent Sessions

Strengthening Resilience and Building Community

As communities and regions seek to strengthen their resilience in the face of various types of shocks and challenges, it is imperative that planning initiatives place *people* at the center of these efforts. This session will address opportunities for regional development organizations to infuse resilience into the planning process by improving public engagement, building and sustaining partnerships, cultivating social capital, and focusing on social equity. It will showcase the wide-reaching impact of the Resilient Tulsa initiative (part of the 100 Resilient Cities network) and also feature best practices and examples for incorporating resilience into the Comprehensive Economic Development Strategy (CEDs).

- DeVon Douglass, Chief Resiliency Officer, City of Tulsa, OK
- Brett Schwartz, Associate Director, NADO Research Foundation, Washington, DC

**EDA Program Training
TBD**

Friday, July 27

8:00 – 9:30 a.m. Plenary Breakfast with EDA

- Jorge Ayala, Regional Director, Austin EDA Regional Office, *State of the Region*
- Dennis Alvord, Deputy Assistant Secretary for Regional Affairs, U.S. Economic Development Administration, Washington, DC (invited)

9:30 – 9:45 a.m. Networking Break

9:45 – 10:45 a.m. Emerging Leaders Panel

Hear from the graduates of the 2017 – 2018 Training Program for Emerging Leaders about their experiences throughout the program and how it has benefitted the work they are doing with their organizations.

Moderator: Ron Garza, Executive Director, Lower Rio Grande Valley development Council, Weslaco, TX

10:45 – 11:00 a.m. Closing Comments and Conference Adjournment

- SWREDA Chair (to be elected during the SWREDA Board of Directors meeting on July 25, 2018)

11:00 a.m. – 12:00 p.m. SWREDA Membership Meeting

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