

Economic Brilliance & Resilience

CONFERENCE FOR THE EDA DENVER REGION

August 26-29, 2019

Grand Hyatt Hotel / Denver, Colorado



The conference is being offered by the National Association of Development Organizations (NADO) Research Foundation with support from the U.S. Economic Development Administration Denver Regional Office.

NADO
NATIONAL ASSOCIATION OF DEVELOPMENT ORGANIZATIONS
RESEARCH FOUNDATION

EDA
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION



Table of Contents

- 3** Conference Logistics
- 4** Schedule at a Glance
- 5** Conference Planning Committee
- 6** Full Agenda
- 14** Speaker & Moderator Information



CONFERENCE LOGISTICS

- All conference sessions will be held on the 38th floor of the Atrium Tower (located across the portico from the main hotel entrance).
- The Federal Networking Reception on Tuesday afternoon will be held in the Capitol Peak A on the 38th floor.
- 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 casual. Please wear comfortable shoes on the mobile workshops.

CONFERENCE REGISTRATION & INFORMATION CENTER

Conference registration will occur in the Capitol Peak foyer on the 38th floor of the Atrium Tower. Stop by to pick up your conference packet and name badge.

REGISTRATION HOURS

Monday, August 26

12:00 – 5:00 p.m.

Tuesday, August 27

8:00 a.m. – 5:00 p.m.

Wednesday, August 28

7:00 a.m. – 5:00 p.m.

Thursday, August 29

7:30 a.m. – 12:00 p.m.

VISIT THE EDA OFFICE

Join the EDA staff for an open house at the EDA Denver Regional Office (1244 Speer Blvd., Suite 431) on Wednesday, August 28 from 5:00 until 6:30 p.m. The office is a 20-minute walk from the hotel; transportation is on your own. Be sure to bring government ID to gain access to the building.

EDD PEER REVIEWS

Peer Reviews will occur on Thursday, August 29, in the Capitol Peak B, Crystal Peak A, Crystal Peak B and Crystal Peak C rooms on the 38th floor.

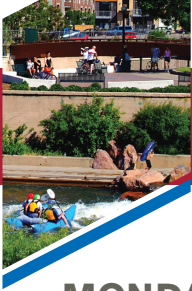
If you are not aware of your Peer Review schedule, please contact your EDA Economic Development Representative.



If you are tweeting during the conference, please use #EDCDenver2019

Other than the front cover photo, all photos are from the EDA Denver Region and were provided to NADO as part of our annual photo contest which seeks images that illustrate the work that EDDs are doing in their regions.





Schedule at a Glance

MONDAY, AUGUST 26, 2019

12:00 p.m. – 5:00 p.m.

Conference Registration *Capitol Foyer*

12:30 – 5:00 p.m.

Pre-Conference Workshop for New Executive Directors *Crystal Peak A*

TUESDAY, AUGUST 27, 2019

8:00 a.m. – 5:00 p.m.

Conference Registration *Capitol Foyer*

8:45 – 10:15 a.m.

OPENING PLENARY *Capitol Peak A*

Economic Brilliance and Resilience
Across the EDA Denver Region

10:15 – 10:30 a.m.

Networking Break *Capitol Foyer*

10:30 – 11:45 a.m.

CONCURRENT SESSIONS

- Broadband and Economic Development *Capitol Peak B*
- Getting the Most Out of Opportunity Zones *Crystal Peak A*
- Recruiting and Retaining Talent *Crystal Peak B*

12:00 – 1:30 p.m.

Luncheon Plenary *Capitol Peak A*

1:45 – 4:30 p.m.

MOBILE WORKSHOP *Atrium Lobby*

RiNO Art District Boosts Denver's
Creative Economy

1:45 – 3:00 p.m.

CONCURRENT SESSIONS

- Reclaiming Brownfields as an Economic Development Tool *Capitol Peak B*
- Housing and Economic Development *Crystal Peak A*
- Responding to Shocks and Strengthening Regional Resilience *Crystal Peak B*

3:00 – 3:15 p.m.

Networking Break *Capitol Foyer*

3:15 – 4:30 p.m.

CONCURRENT SESSIONS

- Lessons Learned from Colorado's Cannabis Experience *Capitol Peak B*
- Grants Online Training *Crystal Peak A*
- Best Practices in CEDS *Crystal Peak B*

5:00 – 6:30 p.m.

Roundtable Reception *Capitol Peak A*
Meet Your EDA and Other Federal Partners

WEDNESDAY, AUGUST 28, 2019

7:00 a.m. – 5:00 p.m.

Conference Registration *Capitol Foyer*

7:30 – 8:30 a.m.

Continental Breakfast *Capitol Foyer*

8:45 a.m. – 12:00 p.m.

MOBILE WORKSHOP *Atrium Lobby*

From One Airport to Twelve
Neighborhoods: A Visit to Stapleton

8:45 – 10:00 a.m.

CONCURRENT SESSIONS

- Indirect Cost Recovery 2019 *Capitol Peak B*
- University Centers: Potential for Partnerships Around the Region *Crystal Peak A*
- Realistic Rural Approaches: Outreach, Collaboration, Sector Partners, and Taking the Long View *Crystal Peak B*

10:00 – 10:15 a.m.

Networking Break *Capitol Foyer*

10:15 – 11:45 a.m.

CONCURRENT SESSIONS

- Fast and Furious: What Development Professionals Need to Know About OMB's "Super Circular" *Capitol Peak B*
- Getting the Most Out of StatsAmerica *Crystal Peak A*
- Marketing RLFs to All Stakeholders *Crystal Peak B*

11:45 a.m. – 1:30 p.m.

Lunch on Your Own

12:15 – 1:30 p.m.

EDA and Tribal Planning Grantee
Gathering *Grays Peak B*



CONFERENCE PLANNING COMMITTEE

The conference was planned under the guidance and leadership of the following individuals—their expertise and contributions were instrumental in planning this event. Thank you all!

- ALI DEMERSSEMAN, Executive Director, Black Hills Council of Local Governments, Rapid City, SD
- JODI DUNCAN, Economic Development Specialist, US EDA, Denver, CO
- JENNIFER IRVING, Director of Regional Equity, Thunder Valley CDC, Porcupine, SD
- LAURA LEWIS MARCHINO, Executive Director, Region 9, Durango, CO
- MARIA MEYERS, Executive Director, KCSourceLink, UMKC Innovation Center, Kansas City, MO
- JASON RAY, Executive Director, Southwest Missouri COG, Springfield, MO
- CAMILLE SCHROEDER, EDA University Center Lead, Iowa State University, Ames, IA

1:00 – 4:00 p.m.

MOBILE WORKSHOP

Energizing the Future: A Visit to the National Renewable Energy Laboratory

Atrium Lobby

1:45 – 4:30 p.m.

LEARNING LAB WORKSHOP

- Organizational Relevance

Capitol Peak B

1:45 – 3:00 p.m.

CONCURRENT SESSIONS

- Lifting Up Communities through Economic Diversification *Crystal Peak B*
- Job Creation Strategies: State, Regional and Local Approaches *Crystal Peak A*

3:00 – 3:15 p.m.

Networking Break

Capitol Foyer

3:15 – 4:30 p.m.

CONCURRENT SESSIONS

- Leveraging Urban Food Markets to Support Rural Economic Development *Capitol Peak A*
- Building Strong Economies through Regional Innovation *Crystal Peak B*

5:00 – 6:30 p.m.

EDA Open House

*1244 Speer Blvd,
Suite 431*

THURSDAY, AUGUST 29, 2019

8:00 – 9:30 a.m.

PLENARY BREAKFAST

The Big Picture on Small Places: Economic and Fiscal Strategies for Communities in Transition

Capitol Peak A

9:30 – 10:00 a.m.

Networking Break/Hotel Check Out

Capitol Foyer

10:00 – 11:30 a.m.

CONCURRENT SESSIONS

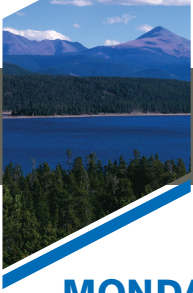
- EDA Program Area Workshop *Capitol Peak B*
- Conversation Café/Hot Topics Peer Sharing *Crystal Peak A*

11:40 a.m. – 12:00 p.m.

CLOSING PLENARY

Looking Forward to Economic Excellence and Resilience

Crystal Peak A



Full Conference Schedule & Session Descriptions

MONDAY, AUGUST 26, 2019

12:00 p.m. – 5:00 p.m.

Conference Registration

Capitol Foyer

12:30 – 5:00 p.m.

Pre-Conference Workshop for New Executive Directors

Crystal Peak A

Economic Development Districts (EDDs) around the region—and nation—continue to experience turnover at the executive director level. Many are retiring, others transitioning into new positions with other EDDs, and some taking new career paths. Whether they are hired from within the EDD, made the move from another EDD, or come to the job lacking EDD experience, there is no real training program that can prepare new executive directors for the job. As existing staff take on the responsibilities of executive director, or as new staff bring their expertise and ideas to the organization, there is much to be learned...from organizational culture to managing diverse employees to handling unexpected challenges and much more. This roll-up-your-sleeves afternoon workshop will cover a wide range of topics: the dynamics of managing staff, especially if they were formerly your peers; overcoming the previous director's legacy, good or bad; cleaning up messy situations; preparing for the unknown; developing your own leadership style; working with your board; developing and implementing an organizational strategic action plan; and financial management. In addition to structured training, the workshop will incorporate peer learning and information sharing.

- *Steve Etcher, Manager, Location Strategies, Marks Nelson, Kansas City, MO*

TUESDAY, AUGUST 27, 2019

8:00 a.m. – 5:00 p.m.

Conference Registration

Capitol Foyer

8:45 – 10:15 a.m.

OPENING PLENARY

Capitol Peak A

Economic Brilliance and Resilience Across the EDA Denver Region

Welcome and Introductions: Angela Belden Martinez, EDA Denver Regional Director

Welcome: Eric Hiraga, Executive Director, Denver Economic Development and Opportunity, Denver, CO

Learn about the innovative approaches to growth and development Denver is employing, and how the city is focusing efforts on bringing prosperity to all sectors of the community. Hear about innovative work undertaken by a sample of EDA grantees from across the region in this fast-paced session which will include visual presentations describing their work, followed by in-depth discussions amongst the panel and with the audience. You'll learn about creative ways to engage the philanthropic sector, build an entrepreneurial environment, provide housing opportunities that contribute to the local economy, and the impact that a regional approach for local development can have on communities.

- *Paul Major, President and CEO, Telluride Foundation, Telluride, CO*
- *Jenny Miller, Network Builder, KCSOURCELINK, Kansas City, MO*
- *Paul Tuss, Executive Director, Bear Paw Economic Development Corporation, Havre, MT*
- *Roger Zalneraitis, Economic Development Manager, Southern Ute Indian Tribe, Ignacio, CO*

10:15 – 10:30 a.m.

Networking Break

Capitol Foyer

10:30 – 11:45 a.m.

CONCURRENT SESSIONS

▲ Broadband and Economic Development

Capitol Peak B

Fast and reliable broadband service is critical to support regional economic development efforts, grow and sustain local businesses, and improve overall quality of life in communities. This session will discuss the importance of broadband to economic development and share ways that small and rural communities are working to assure coverage.

- *Tim Arbeiter, Director of Broadband Development, Missouri Department of Economic Development, Jefferson City, MO*
- *Michelle Haynes, Executive Director, Region 10 EDD, Montrose, CO*
- *Russ Elliott, State Broadband Manager, Wyoming Business Council, Cheyenne, WY*
- *Moderator: Ashley Zuelke, Senior Director for Research and Programs, Rural Community Assistance Partnership, Denver, CO*

▲ Getting the Most Out of Opportunity Zones

Crystal Peak A

Created as part of the Tax Cuts and Jobs Act, Opportunity Zones (OZs) are a federal economic development tool aiming to improve the outcomes of distressed communities around the country. During this session, hear the latest updates and trends for leveraging OZs to best position your region to benefit from this incentive and support regional economic development.

- *Daniel Carol, Director, Center for Financial Markets, Milken Institute, Washington, DC*
- *Evelyn Lim, Regional Administrator, HUD Rocky Mountain Region, Denver, CO*
- *Jana Persky, Opportunity Zone Program Director, Colorado Office of Economic Development and International Trade, Denver, CO*
- *Moderator: Cliff Weldon, Executive Director, MIDAS Council of Governments, Fort Dodge, IA*

▲ Recruiting and Retaining Talent

Crystal Peak B

Finding the right employees is often the toughest challenge for leadership. Despite the challenges associated with building a great workplace, the positive results can be immeasurable and long-lasting. This session will offer tips and ideas on how to develop a strong new employee marketing campaign, select the best candidates to interview, make sensible hiring decisions, and then work to assure that new hires rise to their fullest potential.

- *Donna Shannon, Personal Touch Career Services, Denver, CO*

12:00 – 1:30 p.m.

LUNCHEON PLENARY

Capitol Peak A

Keynote: U.S. Assistant Secretary of Commerce for Economic Development John Fleming, MD

1:45 – 4:30 p.m.

MOBILE WORKSHOP:

RiNO Art District Boosts Denver's Creative Economy

Atrium Lobby

Just a brief 10-minute drive from downtown Denver, RiNO Art District spans across four historical neighborhoods that was launched a decade ago by local artists desiring to connect arts organizations in the area. RiNO Art District is a thriving community of creative businesses, including architects, art galleries, designers, furniture makers, illustrators, painters, media artists, photographers, sculptors and an array of studio spaces. With art galleries, creative businesses, restaurants, specialty shops and well over 100 artists, RiNO Art District is a true creative community, one where artists work and live, create and sell their art. The district is a mecca for small, locally owned businesses and is working hard to protect the environment. The mobile workshop will include meeting the RiNO Art District leadership and touring the district on foot.



Full Conference Schedule & Session Descriptions

1:45 – 3:00 p.m.

CONCURRENT SESSIONS

▲ Reclaiming Brownfields as an Economic Development Tool

Capitol Peak B

Across the region brownfields are being redeveloped into parks, housing, retail and commercial properties, arts districts and more. Many economic development districts, tribes and other community and economic development organizations are incorporating brownfields redevelopment into their CEDS and other guiding planning documents. This session will share examples of successful brownfields redevelopment efforts across the region and will include a program update from EPA.

- *Sarah Converse, Executive Director, Sweetgrass Development Corporation, Great Falls, MT*
- *Barbara Benoy, Brownfields Project Manager, EPA Region 8, Denver, CO*
- *Moderator: Anita Blue, Executive Director/Tribal Emergency Manager, Turtle Mountain Band of Chippewa Indians, Belcourt, ND*

▲ Housing and Economic Development

Crystal Peak A

Successful economic development initiatives include many components, not just businesses and skilled workers. Without strong infrastructure in place, economic development efforts will be stymied. This session will address various ways that communities are overcoming housing obstacles to promote economic development.

- *Rick Hunsaker, Executive Director, Region XII Council of Governments, Carroll, IA*
- *Jennifer Irving, Deputy Director, Thunder Valley Development Corporation, Porcupine, SD*
- *Lynne Keller Forbes, Executive Director, South Eastern Council of Governments, Sioux Falls, SD*
- *Sharon Hueftle, Executive Director, South Central Economic Development District, Holdrege, NE*
- *Moderator: Jason Ray, Executive Director, Southwest Missouri COG, Springfield, MO*

▲ Responding to Shocks and Strengthening Regional Resilience

Crystal Peak B

Being resilient means a region or community can anticipate, withstand, and bounce back from economic and weather-related shocks and stresses. This session will explore effective strategies and share case studies about how to foster resilience and strengthen local economies in an effort to “build back better.”

- *Robert Haywood, Federal Disaster Recovery Coordinator, FEMA Office of the Regional Administrator, Atlanta, GA*
- *Rob Pressly, Resiliency Program Manager, Colorado Department of Local Affairs, Denver, CO*
- *Lyndsay Ulrickson, Executive Director, Souris Basin Planning Council, Minot, ND*
- *Moderator: Kelli Roemer, Ph.D. Student, Resources and Communities Research Group, Department of Earth Sciences, Montana State University, Bozeman, MT*

3:00 – 3:15 p.m.

Networking Break

Capitol Foyer

3:15 – 4:30 p.m.

CONCURRENT SESSIONS

▲ Lessons Learned from Colorado's Cannabis Experience

Capitol Peak B

Colorado legalized adult-use marijuana in 2014. With almost 3,000 licensed cannabis businesses and just over 41,000 individuals who are licensed to work in the industry, the state has seen well over \$6 billion in sales and has received just over \$1 billion in tax, license and fee revenues. Over half of the states and the District of Columbia have some form of legalized sales. As states become more willing to legalize cannabis, there is much to be learned from Colorado. This session will offer insights into the industry and impact on the state.

- *Kim Kreimeyer, Marijuana Enforcement Division, Aurora, CO*

▲ Best Practices in CEDS

Crystal Peak B

With the release of the CEDS Content Guidelines in 2015, EDA empowered Economic Development Districts, tribes, and other regional organizations to make the CEDS process one that is more inclusive, engaging, and supportive of local efforts to foster resilient and prosperous regions. This session will provide a brief overview of the past, present, and future for CEDS planning efforts and share examples of best practices and approaches from CEDS across the country.

- *Kimberly Mildward, Economic Development Planner, Northwest Missouri Regional Council of Governments, Maryville, MO*
- *Mark Werthmann, Economic Development Representative, U.S. EDA, Denver, CO*
- *Janna Williams, Regional Planner, Flint Hills Regional Council, Ogden, KS*
- *Moderator: Brett Schwartz, Associate Director, NADO Research Foundation, Washington, DC*

▲ Grants Online Training

Crystal Peak A

As a full life cycle grants management tool, Grants Online (GOL) is the platform that EDA uses for some grantees to submit reports and manage their grants from pre-award to close-out. During this session, attendees will hear an overview of GOL and will have the opportunity to seek answers to their questions.

- *Lillian Barnes, Grants Online Operations Manager/Lead Trainer, National Oceanic and Atmospheric Administration (NOAA), Department of Commerce, Washington, DC*

5:00 – 6:30 p.m.

ROUNDTABLE RECEPTION

Capitol Peak A

Meet Your EDA and Other (Current or Potential) Federal Partners

Over light snacks and beverages, attendees will be able to meet one-on-one with EDA staff as well as staff from other federal agencies. Learn what's new at several federal agencies and share the great things that your organization is doing!

WEDNESDAY, AUGUST 28, 2019

7:00 a.m. – 5:00 p.m.

Conference Registration

Capitol Foyer

7:30 – 8:30 a.m.

Continental Breakfast

Capitol Foyer

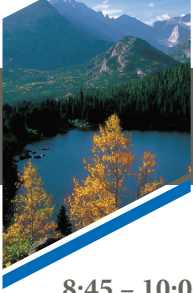
8:45 a.m. – 12:00 p.m.

MOBILE WORKSHOP:

Atrium Lobby

From One Airport to Twelve Neighborhoods: A Visit to Stapleton

The opening of the Denver International Airport in 1995 meant the closure of Stapleton International Airport, creating a unique opportunity to transform 7.5 square miles of runways, concourses, and terminals into a beautiful new community. The idea was to take the best things about Denver's classic neighborhoods – parks, welcoming front porches, alley-loaded garages, architectural diversity, and tree-lined streets – and continue those urban patterns into new Denver neighborhoods. On this tour, visit the former airport site which is now homes to twelve pedestrian-friendly mixed-use communities, making it one of the largest in-fill development projects in the country.



Full Conference Schedule & Session Descriptions

8:45 – 10:00 a.m.

CONCURRENT SESSIONS

▲ Indirect Cost Recovery 2019

Capitol Peak B

OMB's Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards consolidated the separate sets of federal cost principles into a single set affecting both governmental and non-governmental recipients while keeping guidance on preparation, submission and negotiation of indirect cost rate proposals performer specific. This session will review the updated policies and show how they are being applied in the EDA environment.

- *Bob Lloyd, Robert M. Lloyd Consulting Services, Greenville, SC*
- *Bernadette Grafton, Program Analyst, U.S. EDA, Washington, DC*

▲ University Centers: Potential for Partnerships Around the Region

Crystal Peak A

EDAs University Center program strives to bring a variety of resources to the economic development community across the nation. They are charged with helping universities share their research, technology transfer, commercialization skills with economic development stakeholders, especially those located in and serving economically distressed areas. This session will highlight the work of three University Centers, giving attendees a better idea of how they can partner on future projects.

- *Maria Meyers, Executive Director, UMKC Innovation Center and KCSOURCELINK, Kansas City, MO*
- *Jenny Miller, Network Builder, UMKC Innovation Center and KCSOURCELINK, Kansas City, MO*
- *Genna Hurd, Co-Investigator, Associate Researcher, KU Entrepreneurship Works for Kansas, Institute for Policy & Social Research (IPSR), University of Kansas, Lawrence, KS*
- *Jeff Tucker, Executive Director, Technology Development Institute, Kansas State University, Manhattan, KS*
- *Ron Cox, Director, CIRAS, Iowa State University, Ames, IA*
- *Camille Schroeder, Programs Manager, Iowa State University, Ames, IA*
- *Moderator: Geri Gamber, Executive Director, Southeastern Utah Association of Local Governments, Price, UT*

▲ Realistic Rural Approaches: Outreach, Collaboration, Sector Partners, and Taking the Long View

Crystal Peak B

Although rural communities are a focus for many economic development efforts, not all parts of a state benefit from a strong economy equally, and the divide is clearly rural lag versus urban lead when it comes to growth. Most people live in the urban area, most businesses are there, many rural areas depend on one economic sector, and much of higher education, which spurs growth, are located in urban areas. But rural areas think of themselves as “hidden gems,” ripe for growth if only...fill in the blank with your favorite scenario. This session will look at examples of how urban communities, businesses, and EDC efforts can connect with rural areas, create opportunities, and how a long view of rural economic growth can lead to more realistic programs to spur growth.

- *Tom Bugnitz, CEO, Manufacturer's Edge, Denver, CO*

10:00 – 10:15 a.m.

Networking Break

Capitol Foyer

10:15 – 11:45 a.m.

CONCURRENT SESSIONS

▲ Fast and Furious: What Development Professionals Need to Know About OMB's “Super Circular”

Capitol Peak B

Finance officers and grants managers should have a very in-depth knowledge and understanding of the U.S. Office of Management and Budget's “Super Circular” since they apply to all federal grants. Executive leadership, however, probably do not need to know the finer details. But they do need to know enough about the Circular

to be sure they comply with the regulations and that grants are being managed properly. This session will offer a succinct overview of the Circular for executive directors and other senior managers.

- *Bob Lloyd, Robert M. Lloyd Consulting Services, Greenville, SC*

▲ Getting the Most Out of StatsAmerica

Crystal Peak A

Since 2008, the goal of StatsAmerica has been to provide actionable data for economic developers and planners to use in site requests, developing metrics, grant writing, and strategic planning. Bring your laptop or tablet along to participate in demonstrations of the various tools available from StatsAmerica to support your planning efforts, including the Measuring Distress Tool, Big Radius Tool, the Innovation Index 2.0, and the CEDS Resource Library.

- *Carol Rogers, Co-Director, Indiana Business Research Center, Indianapolis, IN*
- *Bernadette Grafton, Program Analyst, U.S. EDA, Washington, DC*
- *Moderator: Joseph Rhodes, Owner, CivicLens, Denver, CO*

▲ Marketing RLFs to All Stakeholders

Crystal Peak B

EDA-funded revolving loan funds (RLFs) are helping locally owned businesses with financial resources needed to launch and grow. Across the 10-state region, almost 60 RLFs are working to build strong economies. During this session, EDA staff will provide an overview of the RLF program, including program updates. And, staff from EDA-funded RLFs will share their experiences in creating strong lending programs that are making a positive impact in their communities.

- *Laura Lewis Marchino, Executive Director, Region 9 EDD, Durango, CO*
- *Amber Metz, Executive Director, Lake Agassiz Development Group, Fargo, ND*
- *Janét Miller, Economic Development Specialist, EDA Denver Regional Office, Denver, CO*
- *Patrick Waggoner, Economic Development Specialist, EDA Denver Regional Office, Denver, CO*
- *Moderator: Doug McKinney, Executive Director, North Central RPC, Beloit, KS*

11:45 a.m. – 1:30 p.m.

Lunch on Your Own

12:15 – 1:30 p.m.

EDA and Tribal Planning Grantee Gathering

Grays Peak B

Grab lunch at one of the local eateries and join EDA and your tribal economic development peers for a knowledge feast.

1:00 – 4:00 p.m.

MOBILE WORKSHOP:

Atrium Lobby

Energizing the Future: A Visit to the National Renewable Energy Laboratory

The National Renewable Energy Laboratory (NREL), located in Golden, CO, advances the science and engineering of energy efficiency, sustainable transportation, and renewable power technologies. On this tour, learn about NREL's mission and various projects area. The tour will include a visit to both the Research Support Facility which showcases high-performance design features in a large, occupied office building where researchers use real-time building performance data to study the building's energy use and the Energy Systems Integration Facility, the nation's first facility capable of conducting integrated megawatt-scale research and development of the components and strategies needed to move clean energy technologies onto the electrical grid.



Full Conference Schedule & Session Descriptions

1:45 – 4:30 p.m.

LEARNING LAB WORKSHOP

Organizational Relevance

Capitol Peak B

Organizations across the country are faced daily with proving their relevance. Showing measurable and meaningful impact, assuring accountability, and consistent messaging are paramount to establishing your relevance to stakeholders. This hands-on workshop will provide participants tools and information that can help you craft strong approaches to messaging.

- Erica Allison, Founder, Formation PR, Hendersonville, NC

1:45 – 3:00 p.m.

CONCURRENT SESSIONS

▲ Lifting Up Communities through Economic Diversification

Crystal Peak B

Communities across the country are seeking opportunities to diversify and strengthen their economies through a variety of place-based efforts that tap into local and regional assets. Hear the latest research and trends as well as local examples to learn how diversification efforts can make your region more resilient, prosperous, and improve quality of life for residents.

- Mark Haggerty, Economic Geographer, Headwaters Economics, Bozeman, MT
- Travis Kyhl, Deputy Executive Director, Six County Association of Governments, Richfield, UT
- Deana Sheriff, Executive Director, West End Economic Development Corporation, Naturita, CO
- Moderator: Brett Schwartz, Associate Director, NADO Research Foundation, Washington, DC

▲ Job Creation Strategies: Spanning the Spectrum of Federal, State, Regional and Local Approaches

Crystal Peak A

Creating an environment that supports and encourages job creation and retention is critical to a communities overall economic vitality. This session will offer share information about local, state and federal approaches to fostering strong and robust economies through job creation.

- Betsy Markey, Executive Director, Colorado Office of Economic Development and International Trade, Denver, CO
- Allen Gutierrez, Associate Administrator for Entrepreneurial Development, SBA, Washington, DC
- Moderator: Francis Padilla, District Director, Colorado District Office, SBA, Denver, CO

3:00 – 3:15 p.m.

Networking Break

Capitol Foyer

3:15 – 4:30 p.m.

CONCURRENT SESSIONS

▲ Leveraging Urban Food Markets to Support Rural Economic Development

Capitol Peak A

Regional food systems are a key driver to support rural-urban linkages. This session will showcase ways that urban food markets are embracing local foods and modifying standards so that they are regionally focused and benefit rural communities and producers.

- Becca Jablonski, Assistant Professor and Food Systems Extension Economist, Colorado State University, Ft. Collins, CO
- Marion Kalb, Institutional Food Program Administrator, Department of Public Health & Environment, City and County of Denver, CO

▲ Building Strong Economies through Regional Innovation

Crystal Peak B

Innovation is critical to economic growth. This session will share examples of successful approaches to regional innovation, including EDA's RIS program.

- *Ben Johnson, Vice President, Programs, BIOSL (Bio Generator), St. Louis, MO*
- *Florine Raitano, PhD, Director Partnership Development and Innovation, DRCOG, Denver, CO*
- *Hannah Parsons, CEO, Exponential Impact, Colorado Springs, CO*
- *Moderator: Ali DeMersseman, Executive Director, Black Hills Council of Local Governments, Rapid City, SD*

5:00 – 6:30 p.m.

EDA Open House

EDA's office is about a 20-minute walk from the Hyatt and is located at 1244 Speer Blvd., Suite 431.

Please remember to bring your ID to gain access to the building.

THURSDAY, AUGUST 29, 2019

8:00 – 9:30 a.m.

PLENARY BREAKFAST:

Capitol Peak A

The Big Picture on Small Places: Economic and Fiscal Strategies for Communities in Transition

Rapid economic growth and the continued economic transition towards technology and services is fundamentally reshaping the U.S. economic geography. However, the national narrative around this issue often includes monolithic characterizations of rural America which miss the fact that many rural places are experiencing rapid growth- 40% of all U.S. counties with high GDP per capita are rural. This session will explore the emerging rural economic geography and identify drivers and barriers to economic development, including the role of social capital and robust institutions, fiscal policy as a barrier and opportunity, and the need for effective federal and state assistance to rural communities in transition.

- *Mark Haggerty, Economic Geographer, Headwaters Economics, Bozeman, MT*
- *Moderator: Joe McKinney, Executive Director, NADO, Washington, DC*

9:30 – 10:00 a.m.

Networking Break/Hotel Check Out

10:00 – 11:30 a.m.

CONCURRENT SESSIONS

▲ EDA Program Area Workshop

Capitol Peak B

Be sure to attend this session to meet with EDA staff that serve the Denver region, and to hear the latest program updates. Janét Miller and Patrick Waggoner will provide important information about the EDA RLF program, and staff will talk about GPRA reporting. After their presentations and discussion, attendees will be able to meet in small groups with EDA program staff to talk shop about specific projects.

▲ Conversation Café/Hot Topics Peer Sharing

Crystal Peak A

As the conference winds down, this is a great opportunity to meet informally with peers to talk about the work you are doing in your communities. It's a great way to learn about the many ways your peers are making an impact in their communities. It is also the perfect opportunity to share your challenges and obstacles and learn about possible solutions. During the conference attendees will be able to offer ideas for topics to be discussed during this session.

11:40 a.m. – 12:00 p.m.

CLOSING PLENARY:

Looking Forward to Economic Excellence and Resilience

Crystal Peak A

Denver EDA Regional Director Angela Belden Martinez will officially close the conference with some final thoughts about economic resilience and brilliance.



Speaker & Moderator Contact Information

Allen Gutierrez, Associate Administrator, Entrepreneurial Development

U.S. Small Business Administration, Washington, DC

Ali DeMersseman, Executive Director

Black Hills Council of Local Governments, Rapid City, SD
ademersseman@tie.net, 605.394.2681

Amber Metz, Executive Director

Lake Agassiz Development Group, Fargo, ND
Amber@lakeagassiz.com, 701.235.1197

Angela Belden Martinez, Regional Director

U.S. EDA Denver Regional Office, Denver, CO
AMartinez@eda.gov, 303.844.4715

Anita Blue, Executive Director/Tribal Emergency Manager

Turtle Mountain Band of Chippewa Indians, Belcourt, ND
Ablue62@aol.com, 701.477.2695

Ashley Zuelke, Senior Director for Research and Programs

Rural Community Assistance Partnership, Inc., Washington, DC
AZuelke@rcap.org, 202.559.0465

Barbara Benoy, Brownfields Project Manager

EPA Region 8, Denver, CO
benoy.barbara@epa.gov, 303.312.6760

Becca Jablonski, Assistant Professor and Food Systems Extension Economist

Department of Agricultural and Resource Economics
Colorado State University, Ft. Collins, CO
becca.jablonski@colostate.edu, 970.491.6133

Ben Johnson, Vice President, Programs

BIOSTL, St. Louis, MO
bjohnson@biostl.org, 314.880.8877

Bernadette Grafton, Program Analyst

U.S. Economic Development Administration, Washington, DC
Bgrafton1@eda.gov, 202.482.2917

Betsy Markey, Executive Director

Colorado Office of Economic Development and International Trade, Denver, CO
betsy.markey@state.co.us, 303.892.3840

Bob Lloyd, Robert M. Lloyd Consulting Services

Federal Fund Management Advisor, Greenville, SC
consultlloyd@aol.com, 864.235.8680

Brett Schwartz, Associate Director

NADO Research Foundation, Washington, DC
bschwartz@nado.org, 202.270.4397

Camille Schroeder, EDA University Center Lead

CIRAS, Iowa State University, Ames, IA
camilles@iastate.edu, 515.294.4293

Carol Rogers, Co-Director

Indiana Business Research Center, Kelley School of Business at Indiana University, Indianapolis, IN
rogersc@iu.edu, 317.274.2205

Daniel Carol, Director

Center for Financial Markets, Milken Institute, Washington, DC
cfm@milkeninstitute.org

Deana Sheriff, Executive Director

West End Economic Development Corporation, Naturita, CO
dsheriff@chooswestend.org, 970.865.2499

Donna Shannon, President

Personal Touch Career Services, Westminster, CO
donna@personaltouchcareerservices.com, 720.452.3400

Doug McKinney, Executive Director

North Central Regional Planning Commission, Beloit, KS
dmckinney@nckcn.com, 785.738.2218

Eric Hiraga, Executive Director

Denver Economic Development and Opportunity, Denver, CO, 720.913.1999

Erica Allison, Founder

Formation PR, Hendersonville, NC
erica@formationpr.com, 828.698.6918

Evelyn Lim, Regional Administrator

HUD Rocky Mountain Region, Denver, CO
Evelyn.Lim@hud.gov, 303.672.5440

Florine Raitano, PhD, Director Partnership Development and Innovation

Denver Regional Council of Governments, Denver, CO
fraitano@drcog.org, 303.480.6789

Frances Padilla, District Director

SBA Colorado District Office, Denver, CO
Frances.padilla@sba.gov, 303.844.2607

Genna Hurd, Co-Investigator, Associate Researcher

KU Entrepreneurship Works for Kansas, IPSR, University of Kansas, Lawrence, KS
ghurd@ku.edu, 785.864.4618

Geri Gamber, Executive Director

Southeastern Utah Association of Local Governments, Price, UT
ggamber@seualg.utah.gov, 435.613.0037

Hannah Parsons, Chief Executive Officer

Exponential Impact, Colorado Springs, CO
hannah@exponentialimpact.com, 719.338.2755

Jana Persky, Opportunity Zone Program Director

Colorado Office of Economic Development and International Trade, Denver, CO
jana.persky@state.co.us, 303.892.3707

Janna Williams, Regional Planner

Flint Hills Regional Council, Ogden, KS
jannawill@gmail.com, 855.785.3472

Janét Miller, Economic Development Program Specialist

U.S. EDA Denver Regional Office, Denver, CO
jmiller@eda.gov, 303.844.5362

Jason Ray, Executive Director

Southwest Missouri COG, Springfield, MO
JasonRay@MissouriState.edu, 417.836.6900

Jeff Tucker, Executive Director

TDI, Kansas State University, Manhattan, KS
jwttuck@ksu.edu, 785.532.3421

Jennifer Irving, Deputy Director

Thunder Valley Development Corporation, Porcupine, SD
jennifer@thundervalley.org, 605.455.2700

Jenny Miller, Network Builder

KCSourcelink, UMKC, Volker Campus, Kansas City, MO
millerj@kcsourcelink.com, 816.235.6500

Joe McKinney, Executive Director

NADO, Washington, DC
jmckinney@nado.org, 202.624.5947

John Fleming, MD, U.S. Assistant Secretary of Commerce for Economic Development

U.S. Economic Development Administration,
Washington, DC
202.482.5081

Joseph Rhodes, Owner

CivicLens, Denver, CO
jrhodes@civiclens.com, 512.294.3639

Kelli Roemer, Ph.D. Student

Resources and Communities Research
Group, Department of Earth Sciences, MSU,
Bozeman, MT
kelli.roemer@student.montana.edu,
208.731.2444

Kimberly Kreimeyer, Marijuana Enforcement Division

Aurora, CO
kkreimey@auroragov.org, 303.739.7126

Kimberly Mildward, Economic Development Planner

Northwest Missouri Regional COG, Maryville,
MO
kim@nwmorcog.org, 660.582.5121

Laura Lewis Marchino, Executive Director

Region 9 EDD of Southwest Colorado,
Durango, CO
laura@scan.org, 970.247.9621

Lillian Barnes, Grants Online Operations Manager/Lead Trainer

U.S. Department of Commerce, NOAA, Silver
Spring, MD
lillian.l.barnes@noaa.gov, 301.444.2719

Lyndsay Ulrickson, Executive Director

Souris Basin Planning Council, Minot, ND
lyndsay@sourisbasin.org, 701.255.1982

Lynne Keller Forbes, Executive Director

South Eastern Council of Governments, Sioux
Falls, SD
lynne@secog.org, 605.367.5390

Maria Meyers, Executive Director

UMKC Innovation Center and KCSOURCELINK
KCSOURCELINK, UMKC, Volker Campus,
Kansas City, MO
meyersme@umkc.edu, 816.235.6112

Marion Kalb, Institutional Food Program Administrator

Department of Public Health & Environment,
City and County of Denver, Denver, CO
720.865.5511

Mark Haggerty, Economic Geographer

Headwaters Economics, Bozeman MT
mark@headwaterseconomics.org, 406.599.7841

Mark Werthmann, Economic Development Representative

U.S. EDA Denver Regional Office, Denver, CO
mwerthmann@eda.gov, 913.894.1586

Michelle Haynes, Executive Director

Region 10 League for Economic Assistance and
Planning, Inc., Montrose, Colorado
mhaynes@region10.net, 970.249.2436

Patrick Waggoner, Economic Development Specialist

U.S. EDA Denver Regional Office, Denver, CO
pwaggoner@eda.gov, 303.844.4088

Paul Major, President and CEO

Telluride Foundation, Telluride, CO
paul@telluridefoundation.org, 970.728.8717

Paul Tuss, Executive Director

Bear Paw Development Corporation, Havre,
MT
ptuss@bearpaw.org, 406.265.9226 ext.21

Rick Hunsaker, Executive Director

Region XII COG, Carroll, IA
rhunsaker@region12cog.org, 712.792.9914

Robert Haywood, Federal Disaster Recovery Coordinator

FEMA Office of the Regional Administrator
(RIV), Atlanta, GA
Robert.haywood2@fema.dhs.gov, 205.910.5562

Rob Pressly, Resiliency Program Manager

Colorado Resiliency Office, Colorado
Department of Local Affairs, Denver, CO
rob.pressly@state.co.us, 303.291.7822

Roger Zalneraitis, Economic Development Manager

Southern Ute Indian Tribe, Ignacio, CO
rzalneraitis@southernute-nsn.gov, 970.563.2463

Ronald A. Cox, CIRAS Director

Iowa State University, Ames, IA
rcox@iastate.edu, 515.460.1123

Russ Elliott, State Broadband Manager

Wyoming Business Council, Cheyenne, WY
russ.elliott@wyo.gov, 307.777.6430

Sarah Converse, Executive Director

Sweetgrass Development Corporation, Great
Falls, MT, Great Falls, MT
sweetgrassdevelopment@gmail.com,
406.727.5173

Sharon Hueftle, Executive Director

South Central Economic Development District,
Inc., Holdrege, NE
SharonH@SCEDD.us, 308.455.4770

Steve Etcher, Manager, Location Strategies

MarksNelson, Kansas City, Missouri
setcher@mnlocationstrategies.com,
636.359.0114

Tim Arbeiter, Director of Broadband Development

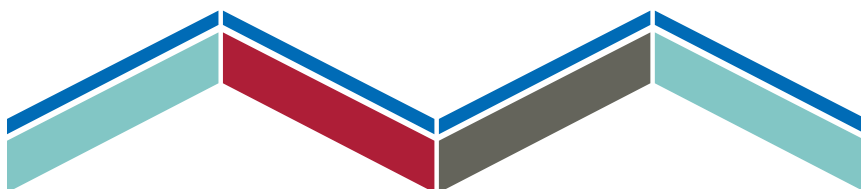
Missouri Department of Economic
Development, Jefferson City, MO
timothy.arbeiter@ded.mo.gov, 573.694.8785

Tom Bugnitz, CEO

Manufacturer's Edge, Denver, CO
tbugnitz@manufacturersedge.com,
303.998.0303

Travis Khyl, Deputy Executive Director

Six County Association of Governments,
Richfield, UT
tkyhl@sixcounty.com, 435.893.0713





NADO RESEARCH FOUNDATION

400 N. Capitol Street, N.W., Suite 388
Washington, DC 20001
www.nado.org
202.624.7806

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

Denver Regional Office
1244 Speer Boulevard, Suite 431
Denver, CO 80204
www.eda.gov
303.844.4715