Welcome

to Fayetteville and Northwest Arkansas - I am happy that you’re attending our 2018 AEDCE Conference!

The members of the conference planning committee have put together a great lineup for you this year. The agenda is full of new educational opportunities for both EDOs and Chambers of Commerce, all designed to help you better serve your stakeholders and members.

We’ll be hearing from experts in a number of different interest areas like retail recruitment, policy, workforce development, talent attraction and retention, site selection, and trends affecting Chambers and EDOs both large and small. We’re also anxious to hear the latest news and plans at the state level from Governor Asa Hutchison and AEDC Director Mike Preston. Plus, you’ll have plenty of time before and after the sessions to network with your peers.

If you have any questions, please find me or another member of the planning committee. So, once again, thank you for attending - we hope you enjoy the conference!

Mike Harvey
Chief Operating Officer, Northwest Arkansas Council
President, Arkansas Economic Developers & Chamber Executives (AEDCE)
THE CHANCELLOR HOTEL
FLOOR PLAN
AEDCE OFFICERS & DIRECTORS

President
Mike Harvey
Northwest Arkansas Council

1st Congressional District
Crystal Johnson,
PCED, IOM
Batesville Area
Chamber of Commerce

Mallory Darby
City of West Memphis,
Economic Development

2nd Congressional District
Tara Cathey
Searcy Regional
Chamber of Commerce

Ben France
Little Rock
Regional Chamber

3rd Congressional District
Raymond Burns, CCE
Rogers-Lowell Area
Chamber of Commerce

Rob Ratley
OG&E

4th Congressional District
Nita McDaniel
Monticello Economic
Development Commission

Lance Howell
Malvern/Hot Spring County
Chamber of Commerce

At Large
Tamika Jenkins
Mississippi County
Economic Development

Chung Tan, CEcD, EDFP
Fayetteville
Chamber of Commerce

Ex-Officio
Randy Zook
Arkansas State
Chamber of Commerce/AIA

Mike Preston
Arkansas Economic
Development Commission

Sue McGowan, IOM
(Immediate Past President)
Economic Development
Corporation of Paragould

Secretary/Treasurer
JD Lowery
Electric Cooperatives
of Arkansas

Executive Secretary/
Director
Shelley Short
Arkansas State
Chamber of Commerce/AIA

Developing Quality
Your Business
And Ours
AEDCE COMMITTEES

Annual Conference
Helps with planning and organizing the AEDCE Annual Conference.
Members:
- Mike Harvey, Chair
- Amy Williams
- Ben France
- Katherine Holmstrom
- Mallory Darby
- Tamika Jenkins
- Tara Cathey
- Tracy Brick

Education
Provides guidance and input regarding the professional development programs offered by AEDCE including the Mid-South Basic Economic Development Course, new Chamber Boot Camp program, and various workshops.
Members:
- Joe Bailey, Chair
- Crystal Johnson
- JD Lowery
- Jeff Pipkin
- Katherine Holmstrom
- Mike Harvey
- Nita McDaniel
- Sue McGowan
- Tandee White
- Tim Allen

Membership
Assists the Executive Director with membership recruitment, expansion and retention.
Members:
- Ben France, Chair
- Chung Tan
- Lance Howell
- Tamika Jenkins
- Tara Cathey

Nominating
This committee is comprised of members of the AEDCE Executive Committee, which includes the President, 1st Vice President, 2nd Vice President, Secretary/Treasurer, and Immediate Past President.
Members:
- Mike Harvey
- Tim Allen
- Katherine Holmstrom
- JD Lowery
- Sue McGowan

Legislative
Provides guidance, expertise and recommendations regarding legislative or political issues affecting AEDCE members.
Members:
- Randy Zook, Chair
- Jay Chesshir
- Mike Preston
- Perry Webb
- Raymond Burns
- Rob Ratley
- Tim Allen

Scholarship
Reviews AEDCE scholarship applications and makes recommendations to the full board for the awarding of scholarship funds.
Members:
- Raymond Burns, Chair
- Chung Tan
- Crystal Johnson
- Mallory Darby
- Rob Ratley

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CONFERENCE AGENDA

Sunday, August 26

12:00 PM
AEDCE Golf Tournament
Stonebridge Meadows Golf Club
A complimentary hotel shuttle is available for those not wishing to drive. Contact the front desk for details!

4:00 PM
AEDCE Executive Committee Meeting
Bella Vista Room

5:00 PM
AEDCE Board Meeting
Bella Vista Room

7:00 PM
AT&T Hospitality Suite Opens
Chancellor Suite - Room 1602

Monday, August 27

8:00 AM – 8:30 AM
Registration/Continental Breakfast
Atrium – Second Floor

8:30 AM – 8:45 AM
Welcome
Eureka Springs Ballroom A, B, C
Mayor Jordan, City of Fayetteville
Mike Harvey, AEDCE President

8:45 AM – 10:00 AM
General Session: Retail Recruitment & Attraction
Eureka Springs Ballroom A, B, C
Anthony Michelic, Brick & Mortar

Cellphone data tracking is being used by the biggest brands in the retail and restaurant industry. This session will present the benefits available to EDOs and Chambers of Commerce when leveraging this technology as part of their retail recruitment & attraction strategy. A step-by-step process for in-house collection and utilization of this data will be presented as well as discussion of various applications (retail recruitment, fortifying existing business sales, increasing tourism, etc.) for the information gathered.

CONFERENCE WIFI

SPONSORED BY
Arkansas Business
WiFi Username: ChancellorGuest
Password: Hotel123

Home to the Little Rock Port and the Little Rock Technology Park, where tech-driven companies and entrepreneurs operate in innovation, Little Rock is open for business.

The Little Rock Port Industrial Park encompasses 2,600 acres on the Arkansas River with prime industrial sites only minutes from three interstates and the Bill & Hillary Clinton National Airport. The port’s rail service connects with Union Pacific Railroad and BNSF Railway, two Class I railroads.

Located in the creative corridor of downtown Little Rock, the Little Rock Technology Park houses startup and mature technology companies of all sizes. The Tech Park is also home to The Venture Center and offers the VC Fintech Accelerator empowered by FIS.

Regardless of your industry, Little Rock is a great place to grow your business. See why businesses LOVE LITTLE ROCK at lovelittlerock.org. For more information, contact Ben France at 501.377.6004.

LITTLE ROCK
WHERE MANUFACTURING AND INNOVATION COLLIDE
10:00 AM – 10:15 AM  Networking Break  Sponsor: Atrium – Second Floor


Tax policies and incentives can make or break economic development efforts. This panel will look at recent changes in tax law that economic developers need to understand, including ways to leverage the new federal opportunity zones. It also will update attendees with efforts at the Arkansas state level to make the tax system more competitive, including the proceedings of the Tax Reform & Relief Legislative Task Force and a preview of tax and incentive proposals we might see in the 2019 legislative session.

11:30 AM – 12:50 PM  AEDCE Awards Luncheon  White River Room (1st Floor)  Keynote Speaker: The Honorable Asa Hutchinson, Governor of Arkansas  Sponsors:

1:00 PM – 2:00 PM  General Session: Diverse & Inclusive Communities WIN!  Eureka Springs Ballroom A, B, C  Kuma Roberts, IOM, Tulsa Regional Chamber

Learn how communities WIN big using best practices centered around CEO commitment, recruitment/hiring, internal policies and community outreach efforts that showcase how to leverage diversity, equity and inclusion to enhance their competitive advantage. Attendees on all levels of their D & I journey are welcomed to attend.
2:15 PM – 3:15 PM

**General Session: Lawsuit Reform as Economic Development & Upcoming Arkansas Legislative Briefing**
Eureka Springs Ballroom A, B, C

Lawsuit Reform Panelists: Randy Zook, Arkansas State Chamber of Commerce/AIA  
Justin Allen, Wright Lindsey & Jennings  |  Sen. Lance Eads, Springdale Chamber of Commerce  |  Jodiane Tritt, Arkansas Hospital Association  |  Carl Vogelphol, Yes on Issue 1

**Legislative Briefing: Kenny Hall, Arkansas State Chamber of Commerce/AIA**

Issue 1 has been described as the “vote of your lives” for Arkansas. Separate the facts from fiction in this panel discussion about lawsuit reform and its impact on economic development and the health of our communities. Panelists will discuss facts about Issue 1, impact of lawsuit reform as economic development in surrounding states, and why a diverse group of stakeholders are engaged in this topic in 2018.

3:15 PM – 3:30 PM

**Networking Break**  
Sponsor: Atrium – Second Floor

3:30 PM – 4:30 PM

**Breakout Session**

**Economic Development Track: Business Leadership of Public Education**
Bella Vista Room  
Gary Newton, Arkansas Learns

Talent now drives economic development. And the biggest piece of the talent pipeline is Pre-K-12 public education. Chambers and economic development organizations must seize this greatest opportunity to advance individual, family, community and regional economic development by electing and re-electing school board members who prioritize the best interests of students. The result is a thriving, growing community able to meet the needs of current and future job creators.

**Chamber Track: Communicating Your Chamber’s Value**
Eureka Springs Ballroom D  
Shari Pash, Consultant Specializing in Membership Growth

In this session discover strategies and tips for educating potential members on the value of their chamber investment. Helping members to see your value beyond events and ribbon cuttings. We also discuss tips for sharing why it’s important to invest even if the potential member has limited time to be involved. How do we change these perceptions? Help prospects, members, and your business community understand the value that their investment brings to your overall mission.

4:30 PM – 5:30 PM

**CEO Roundtables**
Open to all CEOs of Chambers or Economic Development organizations to discuss trends, pending issues, and best practices. Two options are available based on membership size.

Option 1: Membership – 500+ (Bella Vista Room)  
Option 2: Membership – under 500 (Eureka Springs Ballroom D)

4:45 PM – 5:45 PM

**AT&T Hospitality Suite Opens**
Chancellor Suite - Room 1602 (closes during Network Building Reception)
5:45 PM – 7:15 PM  
Network Building Reception  
Sponsors:

PinPoint  
23 N. Block Avenue, Fayetteville

8:00 PM  
AT&T Hospitality Suite Opens  
Chancellor Suite - Room 1602

**Tuesday, August 28**
8:00 AM – 9:15 AM  
State of the State Breakfast & AEDCE Membership Meeting  
White River Room (1st Floor)  
Sponsors:

Welcome – Steve Clark, Fayetteville Chamber of Commerce  
Keynote Speaker – Mike Preston, Arkansas Economic Development Commission

9:15 AM – 10:30 AM  
General Session: Invigorating the Workforce Pipeline Through Community-Based Career & Technical Education  
Eureka Springs Ballroom A, B, C  
Panelists: Jason Green, ABB Baldor | Mike Rogers, Tyson Foods | Jamie Rayford, Batesville Area Chamber of Commerce | Roger Rich, Southside School District

Businesses across Arkansas are leading efforts to strengthen and enhance the workforce pipeline through focused efforts in the communities they call home. Through partnerships with educational institutions, local employers are providing critical guidance needed to change opinions about career & technical education, create concurrent credit courses, and a pipeline of talent to meet their business needs.

10:30 AM – 10:45 AM  
Networking Break  
Atrium – Second Floor

10:45 AM – 12:00 PM  
General Session: Site Location Consultant Panel  
Sponsor:

Eureka Springs Ballroom A, B, C  
Panelists: Ann Petersen, Sr. Director, Cushman & Wakefield | Chris Volney, Managing Director, Newmark Knight Frank Global Corporate Services | Robert DiSerafino, Sr. Associate, KPMG Global Location & Expansion Services

12:00 PM  
Conference Ends…. But does it have to??

12:15 PM – 1:00 PM  
Optional: Tour & Boxed Lunch at the NW Arkansas Fab Lab & Fayetteville Chamber of Commerce  
(no additional cost)
POST-CONFERENCE ADD-ON SESSIONS

1:00 PM - 3:00 PM

Option 1: Site Location Consultant Round Table ($150 per person)
Bella Vista Room
Site Location Consultants:
Ann Petersen, Sr. Director, Cushman & Wakefield  I  Chris Volney, Managing Director, Newmark Knight Frank Global Corporate Services  I  Robert DiSerafino, Sr. Associate, KPMG Global Location & Expansion Services

Special opportunity to participate in a small Round Table discussion with three site selection consultants. This conference add-on session is open to 25 individuals on a first come, first served basis (limited to 2 from each organization).

Join our conference site selector panel for an in-depth small group discussion about top business location factors including talent/workforce development, incentives, infrastructure, technology, and the impact of opportunity zones, tax reform, and federal tariffs. Also, up for conversation is Arkansas’s competitiveness and what they see as their clients’ biggest needs going into the next decade.

Option 2: Intentional Membership Growth ($50 per person)
Eureka Springs Ballroom D
Seminar Leader: Shari Pash, Consultant Specializing in Membership Growth

Multi-tasking and juggling priorities is a way of life in your chamber. How do you simplify steps for signing new members and strengthening retention?

In this session, we will discuss and learn about the key areas of focus for membership growth. An overview is provided on how to implement and utilize the steps of the recruitment/sales process.

Proven steps that will successfully increase your ability to sign new members. Walk away with tips and tools for a solid foundation for membership activity that result in recruitment and retention success.
The Arkansas State Chamber of Commerce / Associated Industries of Arkansas is the leading voice for business at the State Capitol and serves as the primary business advocate on all issues affecting Arkansas employers. Our mission is to promote a pro-business, free-enterprise agenda and contest anti-business legislation, regulations and rules.

We work on issues around the clock that affect you and your employees including:

- Education and Workforce Quality
- Civil Justice Reform
- Taxes
- Unemployment Insurance
- Workers’ Compensation
- Economic Development
- Labor and Employment

In Washington, D.C. and right here at home, the State Chamber is your advocate. Supporting the State Chamber is an investment in Arkansas’s future. By working with the State Chamber, businesses unite and achieve goals that simply would not be possible if each were working alone.

Cultivating a Better Arkansas
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Newport Economic Development Commission

Mike Downing, CEcD  
Jonesboro Unlimited

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Community Growth Strategies, LLC

Daniel Games, CEcD  
Entergy Arkansas

Frankie Gilliam, CEcD  
Arkansas State University-Delta  
Center for Economic Development

Devin Howland, CEcD  
City of Fayetteville

Buck C. Layne Jr., CEcD  
Searcy Regional Chamber of Commerce

Norman MacNeill, CEcD  
Retired

Barbara Merrick, CEcD  
Entergy Arkansas

Lou Ann Nisbett, CEcD  
The Economic Development Alliance for Jefferson County

Jeff Pipkin, CEcD  
Mountain Home Chamber of Commerce

Shelle Randall, CEcD  
Jonesboro Regional Chamber of Commerce

James Michael Smith, CEcD  
Crossett Economic Development Foundation

Dr. Ronald J. Swager, CEcD, EM, FM  
Swager Consulting

Chung Tan, CEcD, EDFP  
Fayetteville Chamber of Commerce

Mark Young, CEcD  
Jonesboro Regional Chamber of Commerce

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 (CEcDs).
CERTIFIED CHAMBER EXECUTIVES (CCE)*

Raymond Burns, CCE, IOM  
Rogers-Lowell Area Chamber of Commerce

Jay Chesshir, CCE  
Little Rock Regional Chamber

Jim Fram, CCE, CEcD, FM  
Community Growth Strategies

Jamie Gates, CCE  
Conway Area Chamber of Commerce

Paul Harvel, CCE  
Russellville Area Chamber of Commerce

Brad Lacy, CCE, IOM  
Conway Area Chamber of Commerce

Paul Latture, CCE  
Little Rock Regional Chamber

Gary Newton, CCE, IOM  
Arkansas Learns

Perry Webb, CCE, IOM  
Springdale Chamber of Commerce

Cari White, CCE, IOM  
Jonesboro Regional Chamber of Commerce

PROFESSIONAL COMMUNITY & ECONOMIC DEVELOPERS (PCED)*

Tim Allen, PCED, IOM  
Fort Smith Regional Chamber

Brian Bahr, PCED  
City of Bentonville

Renee Dycus, PCED  
Southwest Arkansas Planning & Development District

Shelby Fiegel, PCED  
University of Central Arkansas

Sasha Grist, PCED  
Western Arkansas Planning & Development District

Katherine Holmstrom, PCED  
Arkansas Economic Development Commission

Crystal Johnson, PCED, IOM  
Batesville Area Chamber of Commerce

Steve Jones, PCED  
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Justin Majors, PCED  
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Nancy McNew, PCED  
Pine Bluff Chamber of Commerce

Jean Noble, PCED  
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Ivy Owen, PCED  
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Travis Stephens, PCED, IOM  
City of Bella Vista

Matt Twyford, PCED  
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Tandee White, PCED  
Entergy Arkansas

Amy Whitehead, PCED  
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Drew Williams, PCED  
Arkansas Economic Development Commission

*Listings include AEDCE members with professional certifications.
Arkansas Manufacturing Solutions, a division of the Arkansas Economic Development Commission, is helping transform traditional workforce training to meet the needs of manufacturers in our state. That’s because new technology and industry innovations are transforming what a manufacturing job is. Today’s technology-based manufacturing operations require individuals with sharp technical and computer programming skills, which means a wider range of job opportunities and better pay are now available. And for Arkansas, it means the creation locally of a highly-skilled workforce to be reckoned with in the global marketplace.
A Top 10 Economic Development Utility.

*Site Selection* magazine has ranked Entergy as a Top 10 Economic Development Utility 10 years running. We partner with state agencies, local communities and global businesses to attract new industry – which has led to thousands of new jobs throughout Arkansas over the past three years. We believe in the power of cooperation. Together, we power life.

goentergy.com