

EDA Philadelphia Regional Economic Development Training Conference
Building Strong Economies through Innovation,
Entrepreneurship and Competitiveness
March 22 – 24, 2010
Philadelphia, PA

Monday, March 22, 2010

- 9 am – 6 pm Conference Registration
- 9:30 am – 12 pm ***Mobile Workshop: Respond and Re-build: EDA Investments Make a Difference***
The group will tour two EDA investments in the Philadelphia area. Starting with the Respond Workforce Development Center in Camden, N.J., they will learn about the organization’s approach to provide auto mechanics and culinary arts training in a distressed community. The group will then travel to the Philadelphia Navy Yard to learn about the joint EDA/OEA initiative to rebuild the former Navy yard into a “vibrant, mixed-use” site for businesses and residences, complete with LEED certified buildings.
Facilitator: Daniel Gillen, EDA Philadelphia Regional Office
Facilitator: Edward Hummel, EDA Philadelphia Regional Office
- 2 – 5 pm ***University Centers***
The conference planners have carved out time for university center representatives to share ideas and exchange information about their approaches to local and regional economic development.
Moderator: William Good, EDA Philadelphia Regional Office
Facilitator: Theodore Settle, VA Tech
Facilitator: John Mullin, UMass at Amherst
- 2 – 3:30 pm ***Know Your Region: Federal Economic Development Data/Tapping into Valuable Existing Resources and Information***
This highly interactive session will provide examples of existing data that can be used for comprehensive community and economic development planning.
Trainer: Carol Rogers, Indiana University Business Research Center
- 2 – 3:30 pm ***EDA 101***
EDA Philadelphia staff will provide an overview of current EDA programs; session is aimed at those interested in learning how to apply for funds while also serving as a “refresher” for current grantees and partners.
Facilitator: Stephen Grady, EDA Philadelphia Regional Office
Facilitator: Tonia Williams, EDA Philadelphia Regional Office

Revised March 15, 2010

- 3:40 – 5:00 pm ***EDA RLF Roundtable Discussion***
Attend this facilitated peer-discussion roundtable session and learn how RLFs in the EDA Philadelphia region are partnering with banks to increase loan volume, developing strategic business plans and accessing capital.
Facilitator: Matthew Chase, National Association of Development Organizations
Facilitator: Erik Pages, EntreWorks
- 6:00 – 8:00 pm ***Opening Reception***
Catch up with your peers and meet others engaged in community and economic development from throughout the EDA Philadelphia region. Share innovations and ideas that have brought opportunities to your local and regional economies.

Tuesday, March 23, 2010

- 8 am – 5 pm Conference Registration
- 9:00 – 10:15 am ***Conference Welcome and Opening Plenary***
Moderator: Willie C. Taylor, Regional Director, EDA Philadelphia Regional Office
Speaker: John R. Fernandez, Assistant Secretary of Commerce for Economic Development
Speaker: Michael A. Nutter, Mayor, City of Philadelphia
Speaker: Howard B. Slaughter, Jr., President and Chief Executive Officer, Landmarks Community Capital Corporation
- 10:15 – 10:30 am Break
- 10:30 – 11:45 am **Concurrent Sessions**
- ***Broadband in the Driver's Seat: Steering Jobs and Economic Opportunities to Underserved Communities***
Broadband enabled jobs are expected to be one of the fastest growing job sectors in the coming decade, making it imperative that all regions and communities have access to it.
Moderator: Robert Gittler, EDA Philadelphia Regional Office
Speaker: Neal E. Noyes, Virginia Tobacco Commission
Speaker: Tad Deriso, Mid-Atlantic Broadband Cooperative
Speaker: Jim Kelley, Cumberland Plateau Co.

- **Enhancing Global Competitiveness**

What are the impacts of U.S. trade policy for U.S. businesses, now and in the near future? What export resources are available to help small business capture more of the global market share? What are the essential components for an effective international market strategy? What are the primary obstacles to being competitive overseas? This session will look at these questions and offer examples for full engagement in the global marketplace.

Moderator: Alma Plummer, EDA Philadelphia Regional Office

Speaker: Tony Ceballos, Philadelphia U.S. Export Assistance Center

Speaker: Dino Ramos, World Trade Center of Greater Philadelphia

Speaker: Nissen Isakov, LCR Electronics, Inc.

Speaker: Denise McCloskey, Northwest Pennsylvania Regional Planning and Development Commission

Speaker: Elliot M. Levin, PATHFINDER LLC

- **Assessing Your Organization's Competitiveness Capacity**

What are the elements of a competitive organization? What do you need to do to build your organization's capacity to meet the needs of a changing economy? What can be done to make your town, county, region more competitive?

Speaker: Frank Knott, VITAL Economy, Inc.

12 – 1:30 pm

Luncheon with the Assistant Secretary

Moderator: Willie C. Taylor, Regional Director, EDA Philadelphia Regional Office

Keynote Speaker: John R. Fernandez, Assistant Secretary of Commerce for Economic Development

1:30 – 1:45 pm

Break

1:45 – 3:15 pm

Concurrent Sessions

- **Leveraging Federal, State and Other Program Funds to Build Robust Economies**

One-stop shopping for grant opportunities is not a viable approach to fund local projects. Today's reality requires partnerships and resource bundling from a broad spectrum of sources to assure a program can be launched and delivered appropriately. Session will offer information on difference federal funding programs that can and should be accessed to enhance local and regional economic development initiatives.

Moderator: Debra Beavin, EDA Philadelphia Regional Office

Speaker: Lenita Jacobs-Simmons, Department of Labor

Speaker: Valarie C. Flanders, USDA Rural Development, Maine

- **The Role of RLFs in Creating Jobs**

With nearly 600 RLFs across the nation, EDA has a strong investment in and commitment to helping RLFs provide loans and technical assistance to local businesses that will provide local jobs. Session will provide best practice

examples of ways RLFs are involved in job creation and retention in their regions, what works and what does not work.

Moderator: Matthew Suchodolski, EDA Philadelphia Regional Office

Speaker: Maria Gooch-Smith, Southeastern Development Corporation, MA

Speaker: Laurel Bistany, New Hampshire Alliance of Regional Development Corporations and Rockingham Economic Development Corporation

- ***Building Resilient Communities***

Session will look at the key partners and strategies used to assure communities and regions devastated by disasters (natural, man-made, economic, social) are able to re-build or expand their competitiveness locally, regionally, nationally and globally.

Moderator: Jerome Wallace, EDA Philadelphia Regional Office

Speaker: David Witschi, Office of Economic Adjustment, DoD

Speaker: Mark Kleinschmidt, New Castle County, DE, Chamber of Commerce

Speaker: Carrie Mulcaire, International Economic Development Council

3:15 – 3:30 pm

Break

3:30 – 5:00 pm

Concurrent Sessions

- ***From Research to Market: University Centers as Innovation Engines***

Session will look at various university center programs that are full circle: in addition to conducting research vital to strong economic growth and independence, they are also creating and implementing strategies that bring local goods and services to the global market.

Moderator: Anne Cavalier, EDA Philadelphia Regional Office

Speaker: Wayne Figuerelle, Penn State University

Speaker: Daniel S. Kuennen, University of Maryland, Eastern Shore

Speaker: Ted Settle, Ph.D., VA Tech

Speaker: Paul Hill, WV Higher Education Policy Commission (Invited)

- ***Small Business Growth and Development***

EDDs, local development corporations, RLFs and others invest considerable time and energy into nurturing and growing small businesses. Session will look ways to promote vibrant entrepreneurial growth. Session will also cover the roles these key players can have when a small business owner decides to retire. The impact that the closure of even a small business can have on a local economy can be significant planning tactics that can be employed to help small businesses transition to a new generation of ownership will be offered.

Moderator: Kia Booker, EDA Philadelphia Regional Office

Speaker: Stephen Melnick, Lehigh Valley EDC

Speaker: Bob Starzynski, Innovation Works

Speaker: Jeremiah J. White, Jr, Osiris Group, Inc., and iPRAXIS

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- **Engaging Regional Leaders in Your CEDS Process**
Undertaking a comprehensive economic development strategy (CEDS) process should be more than a perfunctory task required to receive funding. The process and end result can help regions and organizations position themselves to meet the demands of a changing global economy while also building sustainable local and regional economies. Session will look at ways for regional leaders to have a greater role throughout the CEDS process, resulting in a more representative and comprehensive plan.
Moderator: Calvin Edghill, EDA Philadelphia Regional Office
Speaker: Lew Vilotti, Southwestern Pennsylvania Commission
Speaker: Tim Brennan, Pioneer Valley Planning Commission

Wednesday, March 24, 2010

7:30 am – 12 pm Conference Registration

7:45 – 8:30 am **Networking Breakfast**
Join your peers from throughout the region for breakfast and to “talk shop”.

8:45 – 9:30 am Nuts and Bolts Sessions

- **Rural Economic Development: Turning Obstacles into Opportunities**
Compared to their urban counterparts, rural communities and local governments face unique challenges to building strong economies. Session will identify major challenges and then showcase successful approaches to overcoming challenges and building strong rural economies.
Speaker/Moderator: Jeff Hayes, North Country Council
Speaker: Russ Montgomery, REDDI
- **Leveraging Regional Development and Workforce Development Assets**
Regional development and workforce go hand-in-hand. Without available workers that possess the necessary skills for current and future jobs and industries, an economy cannot thrive. Session will cover what types of training is needed to fill jobs today and in the future and how training is being provided: key players, funding mechanisms, outcomes.
Moderator: Alan Brigham, EDA Philadelphia Regional Office
Presenter: Michael Aube, Eastern Maine Development Corporation
- **Using Social Networking Tools to Shape and Implement Economic Development Strategies**
Facebook. Twitter. RSS feed. Blogs. LinkedIn. YouTube. Wikipedia. Wikis. MySpace. Podcasts. Also known as Web 2.0, social networking tools provide many new applications for people to communicate. This session will sort through the various tools available, showing how they can be used to shape and share economic development strategies.

9:30 – 9:45 am Break

9:45 – 10:30 am Nuts and Bolts Sessions

- **Using GIS to Build Regional Competitive Position**
GIS is a powerful tool that can be used for many purposes. Session will provide examples of ways the technology and data are being used to boost an organization's or region's competitiveness.
Moderator: Anne Cavalier, EDA Philadelphia Regional Office
Presenter: Mike Pennington, Tri-County Council for the Lower Eastern Shore of Maryland
Presenter: Scott Warner, Mid-Shore Regional Council
Presenter: Memo Diriker, Salisbury University
Presenter: Michael Scott, Salisbury University
Presenter: Sarah Bunch, Salisbury University
Presenter: James Garrity, Beacon
- **Next Level Strategies: Taking Your CEDS to the Next Level**
Learn about various tools and techniques that economic development practitioners can use to move the CEDS process to the next level. Session will identify tools, procedures and processes that can improve the "roadmap" for developing a CEDS process, or enhancing an existing one.
Moderator: Calvin Edghill, EDA Philadelphia Regional Office
Presenter: Carol Rogers, Indiana University Business Research Center

10:30 – 11:45 am

Closing Plenary Session

Evaluating Regional Assets and Opportunities for Green-Led Development

Session will look at the opportunities that green businesses (focus on environmental preservation and use of renewable/alternative energy) bring to a community's or region's economy, and the role of various economic development organizations to promote green and blue entrepreneurs.

Moderator: Philip Saputo, EDA Philadelphia Regional Office

Speaker: Walter Mugdon, EPA

Speaker: Timothy Fogarty, Innovation Works

Speaker: Dr. Robert Lindyberg, P.E., AEWCA Advanced Structures and Composites Center, University of Maine

1 – 5 pm

Open House at EDA Philadelphia Office

Contact your program specialist or EDR for more information