

**PEDA**

PENNSYLVANIA  
**ECONOMIC**  
DEVELOPMENT  
ASSOCIATION

# 2013 PEDA Spring Legislative Conference



**April 29th - May 1st**

**Hilton Harrisburg**

**#PEDASPRING13**

# REGISTRATION INFORMATION

## **Pennsylvania Economic Development Institute (PEDI) Pre-Conference Session**

### **Registration:**

This is separate from the 2013 PEDAs Spring Legislative Conference. Although it is advertised in the event agenda, it is NOT included in the price of the 2013 PEDAs Spring Legislative Conference. For more information, or to register for the PEDI pre-conference session, please go to: <http://www.peda.org/events>.

### **Full Conference Registration:**

Fees for the 2013 Spring Conference include all refreshment breaks and meals as indicated on the agenda. The fee for PEDAs members is \$325 and the Non-member fee is \$425 per person. Partial conference registration options for members are listed on the registration form.

**Please note: anyone attending receptions only will be charged for food and beverage consumption.**

### **Cancellation / Refund Policies:**

Due to venue guarantees, requests for cancellations and refunds must be made in writing and received by Friday, April 19th. No refunds will be granted after that point. All cancellations or refunds are subject to a \$50 administrative fee. No-shows will be billed in full.

### **Hotel Accommodations:**

The 2013 PEDAs Spring Legislative Conference will be held at the Hilton Harrisburg in Harrisburg, PA. Call the venue directly at (717) 233-6000 to reserve your overnight room or to obtain directions. Reference PEDAs 2013 Spring Legislative Conference to receive the discounted rate of \$129/night. **Please secure your reservation before March 26th.**

**Questions:** Contact us at (717) 441-6047 or e-mail [kimberlycossar@wannerassoc.com](mailto:kimberlycossar@wannerassoc.com)

### **Sponsorship Opportunities:**

Sponsorship and display opportunities are available for the 2013 PEDAs Spring Legislative Conference. Visit PEDAs website at [www.peda.org](http://www.peda.org) to download the Sponsorship Form or call (717) 441-6047 for more information.

## **Executive Director**

**Joshua L. Skopp**

**Pennsylvania Economic Development Association (PEDA)**

**&**

**Pennsylvania Economic Development Institute (PEDI)**

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Harrisburg, PA 17102**

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**[jskopp@wannerassoc.com](mailto:jskopp@wannerassoc.com)**

# 2013 PEDTA SPRING LEGISLATIVE CONFERENCE

April 29th - May 1st

Hilton Harrisburg

Harrisburg, PA

## REGISTRATION FORM

**Attendee Information:** One registration per form. For additional registrations, copy this form or download additional forms from [www.peda.org](http://www.peda.org).

Full Name \_\_\_\_\_  
Name on Badge \_\_\_\_\_ Credentials on Badge (e.g. CEcD) \_\_\_\_\_  
Company \_\_\_\_\_  
Billing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-Mail (required) \_\_\_\_\_

**Registration Information:** Please select from registration options below.

Register by Sunday, April 21st to be included on the attendee list.

### Full Conference Registration

### Single Day Conference Registration

- PEDTA Member.....\$325
- Non-Member.....\$425
- PEDTA Lifetime Member...\$175

- Tuesday Conference.....\$240
- Wednesday Conference.....\$140

**Total Amount Due \$** \_\_\_\_\_

- Payment Enclosed
- Check requested/will follow in the mail

PLEASE RETURN  
this form with full payment to:

PEDA  
908 N. Second Street  
Harrisburg, PA 17102  
717-236-2046 (fax)

## PAYMENT

1. **Check:** Download this form, complete required information and mail, with check made payable to PEDTA, to 908 N 2nd St, Harrisburg, PA 17102 or fax form to (717) 236-2046.

2. **Credit Card:** Visit [www.peda.org](http://www.peda.org) to register and pay by credit card.

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**Questions:** Contact (717) 441-6047 or e-mail [kimberlycossar@wannerassoc.com](mailto:kimberlycossar@wannerassoc.com)

# AGENDA: MONDAY, APRIL 29, 2013

*Agenda is subject to change.*

**8:30 am – 9:00 am**

Registration (Pre-Conference Session 1)

**9:00 am – 12:15 pm \*†**

Pre-conference PEDI Session 1

## **Best Practices in Succession Planning for Nonprofits**

*Debra Thompson, President, Strategy Solutions, Inc.*

**12:00 pm – 2:00 pm**

Registration (Pre-Conference Session 2)

**12:00 pm – 5:00 pm**

Conference Registration

**12:00 pm – 1:00 pm**

Membership & Communications Committee Meeting

**12:30 pm – 1:00 pm**

Conference Committee Meeting

**1:00 pm – 2:00 pm**

EDC Committee Meeting

**2:00 pm – 3:00 pm**

Advocacy Committee Meeting

**2:00 pm – 5:15 pm \*†**

Pre-conference PEDI Session 2

## **Detecting Problem Loans and Dealing with Debt Collection**

*Bill Sayre, Chief Credit Officer, Atlantic Central Bankers Bank*

*Josh Vecchio, Attorney, Office of Chief Counsel, PA DCED*

*Jared Lucas, Director, Small Business First Division, PA DCED*

*Kevin Rowland, Director, Loans I Division, PA DCED*

**Note:** Pre-Conference sessions have separate agendas & registration forms. Each of these two offerings is worth: 3.0 Organizational / Individual PDUs.

**These pre-conference sessions are recognized - for initial or renewal credit - by the EDP certification program of the Northeastern Economic Developers Association (NEDA).**

## AGENDA: MONDAY, APRIL 29, 2013

**3:00 pm – 5:00 pm**

Board of Directors Meeting

**3:00 pm – 5:00 pm**

Exhibitor Booth Set Up

**5:30 pm – 7:30 pm**

Welcome Reception – Invite Your Legislator

## AGENDA: TUESDAY, APRIL 30, 2013

**7:30 am – 8:30 am**

Continental Breakfast & Registration

**8:30 am – 8:45 am**

Welcome from President of PEDAs: David Black

**8:45 am – 9:00 am**

Recognition of Sponsors / Introduction of Keynote Speaker

**9:00 am – 10:30 am \*†**

**5 Trends (You Can't Ignore) in Economic Development**

*Anatalio Ubalde, Co-founder and CEO of GIS Planning and ZoomProspector.com*

**10:30 am – 10:45 am**

Break

**10:45 am – 12:00 pm (Option 1 of 2) \*†**

**Filling the Technical Education Pipeline**

*Moderated by Pamela Shupp, AICP, CECD, VP, Greater Reading Economic Partnership*

*Gerald Witmer, Administrative Director, Reading Muhlenberg Career and Technology Center*

*Dr. Anna Weitz, President, Reading Area Community College*

*Aaron Costenbader, Marketing Manager, Greater Reading Economic Partnership*

# AGENDA: TUESDAY, APRIL 30, 2013

**10:45 am – 12:00 pm (Option 2 of 2) \*†#**

**Area Loan Organization (ALO) Training**

*Scott Dunkelberger, Director, Center for Business Financing,  
PA DCED*

*Jared Lucas, Director, Small Business First Division, PA DCED*

**12:15 pm – 1:45 pm**

Lunch & General Membership Meeting

**2:00 pm – 3:00 pm \*†**

**ABCs of Advocacy**

*Moderated by Vito Gallo, Assistant VP for State Relations, Lehigh  
University*

*Ted Mowatt, CAE, Senior Associate / Lobbyist, Wanner Associates, Inc.*

*Joe Uliana, Principal, J.M. Uliana & Associates*

*Pete Reinke, VP of Regional Development, Lehigh Valley EDC*

**3:00 pm – 3:15 pm**

Break

**3:15 pm – 4:15 pm \*†**

**Mastering the Permitting Process in Pennsylvania: A Guide to  
Championing Projects**

*Charles Leonard, Executive Director, Pocono Mountains Economic  
Development Corporation*

*Craig Todd, Executive Director, Monroe County Conservation District*

**4:15 pm – 4:30 pm**

Break

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Don't forget to "Like" Us on Facebook! [www.facebook.com/MYPEDA](http://www.facebook.com/MYPEDA)

# AGENDA: TUESDAY, APRIL 30, 2013

**4:30 pm – 5:30 pm \***

**Pennsylvania Department of Community and Economic Development (PA DCED) Update**

*Moderated by David Black, President & CEO, Harrisburg Regional Chamber & CREDC*

*C. Alan Walker, Secretary, PA DCED*

*Carolyn Boser Newhouse, Deputy Secretary, Office of Innovation and Investment, PA DCED*

*Scott Dunkelberger, Director, Center for Business Financing, PA DCED*

**5:30 pm – 6:00 pm**

New Member Meet and Greet

**5:30 pm – 7:30 pm**

Legislative Reception –

Invite Your Legislator



## PEDA INDIVIDUAL CERTIFICATION / DCED ORGANIZATIONAL CERTIFICATION PROFESSIONAL DEVELOPMENT UNITS

Conference sessions marked with an asterisk (\*) qualify for Professional Development Units (PDUs) under the PEDA Individual Certification Program guidelines. One PDU equals one hour of actual professional development or educational activity. A maximum of **8.25** total individual PDUs are available to a full conference registrant (not including pre-conference sessions).

Conference sessions marked with this symbol (†) qualify for organizational PDUs in accordance with DCED's Guidelines for Certification of Economic Development Organizations. A maximum of **7.25** total organizational PDUs are available to a full conference registrant (not including pre-conference sessions). **1.25** of the available organizational PDUs are in the Discipline of Finance and only available to finance eligible members of certified providers' staffs. The session is marked with this symbol (#).

**Up to 6.0 additional organizational and individual PDUs are available for those attending the pre-conference session(s), for which separate registration forms MUST be completed and submitted with payment.**

# AGENDA: WEDNESDAY, MAY 1, 2013

**8:00 am – 9:00 am**

Hot Buffet Breakfast / Networking (Network with colleagues to discuss regional issues)

**9:00 am – 10:00 am \*†**

## **Business and Advocacy in Pennsylvania: The Big Picture**

*Moderated by David Black, President & CEO, Harrisburg Regional Chamber & CREDC*

*Gene Barr, President, Pennsylvania Chamber of Business and Industry*

*Barry Wickes, Director of Legislative Affairs, Office of the Governor*

**10:00 am – 10:15 am**

Break

**10:15 am – 11:45 am \*†**

## **Local Government: Your Partner in Economic Development**

*Moderated by Carol Kilko, Director of Training Services, Pennsylvania State Association of Township Supervisors*

*Gary Smith, President & CEO, Chester County Development Council*

*Ben Thomas, Jr., Township Manager, Cumberland Township, Adams County*

*Chuck Mummert, Mayor, Elizabethtown Borough, Lancaster County*

*Terry Woodman, Township Manager, East Whiteland Township, Chester County*

**11:45 am**

Conclude

## CONFERENCE EXHIBITORS



Business &  
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**FULL SPEAKER BIOS ARE ARE AVAILABLE TO VIEW ONLINE AT:  
[www.peda.org/events](http://www.peda.org/events)**

## KEYNOTE PRESENTATION:

*Anatalio Ubalde*

Anatalio Ubalde is an economic developer, entrepreneur, and patent-holder. He is CEO of GIS Planning Inc., an economic development internet company; ZoomProspector.com, an online site selection platform; and SizeUp, a small business intelligence service. Mr. Ubalde works with organizations throughout the nation to foster enhanced economic development strategies using Internet technology. His company's economic development technology currently serves over 13,000 cities including the majority of the 100 largest cities in the United States. GIS Planning's ZoomProspector Enterprise web-based GIS product is the industry standard for site selection websites in economic development. For 5 years in a row, GIS Planning made the Inc. 5000 list of fastest growing private companies in the United States.



His work in geographic information systems, economic development and the Internet is featured in The Wall Street Journal, Bloomberg BusinessWeek, Forbes, Fortune, Inc., and The New York Times. In 2009 he was named a Fellow Member of IEDC – where he is also a Board Member – for achieving exceptional stature in the field of economic development. He has a Masters degree in City Planning from U.C. Berkeley.



This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers (CEcD). IEDC's mission is to provide leadership and excellence in economic development for our communities, members, and partners. This complements PEDDA's mission to promote sound economic development policies, provide leading edge economic development education, and nurture an effective statewide economic development network to foster the economic health of the Commonwealth.

IEDC's courses are offered throughout the year and around the country and a full listing can be viewed at [www.iedconline.org](http://www.iedconline.org).

**Conference attire is business casual . • Discounted room rate deadline: March 26th**

May 2-3	Business Retention and Expansion	Anchorage, AK
May 16-17	Real Estate Development and Reuse	Madison, WI
May 23-24	Managing ED Organizations	San Antonio, TX
June 6-7	Technology-led Economic Development	Ann Arbor, MI
June 20-21	Business Retention and Expansion	Baltimore, MD
July 18-19	Workforce Development	Madison, WI
July 31 - Aug 2	Economic Development Credit Analysis	Minneapolis, MN
August 15-16	Economic Development Strategic Planning	Madison, WI
August 29-30	Business Retention and Expansion	Atlanta, GA



PENNSYLVANIA ECONOMIC DEVELOPMENT  
**INSTITUTE**



**This conference is recognized for renewal credit by the EDP certification program of the Northeastern Economic Developers Association (NEDA).**



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Harrisburg, PA 17102

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