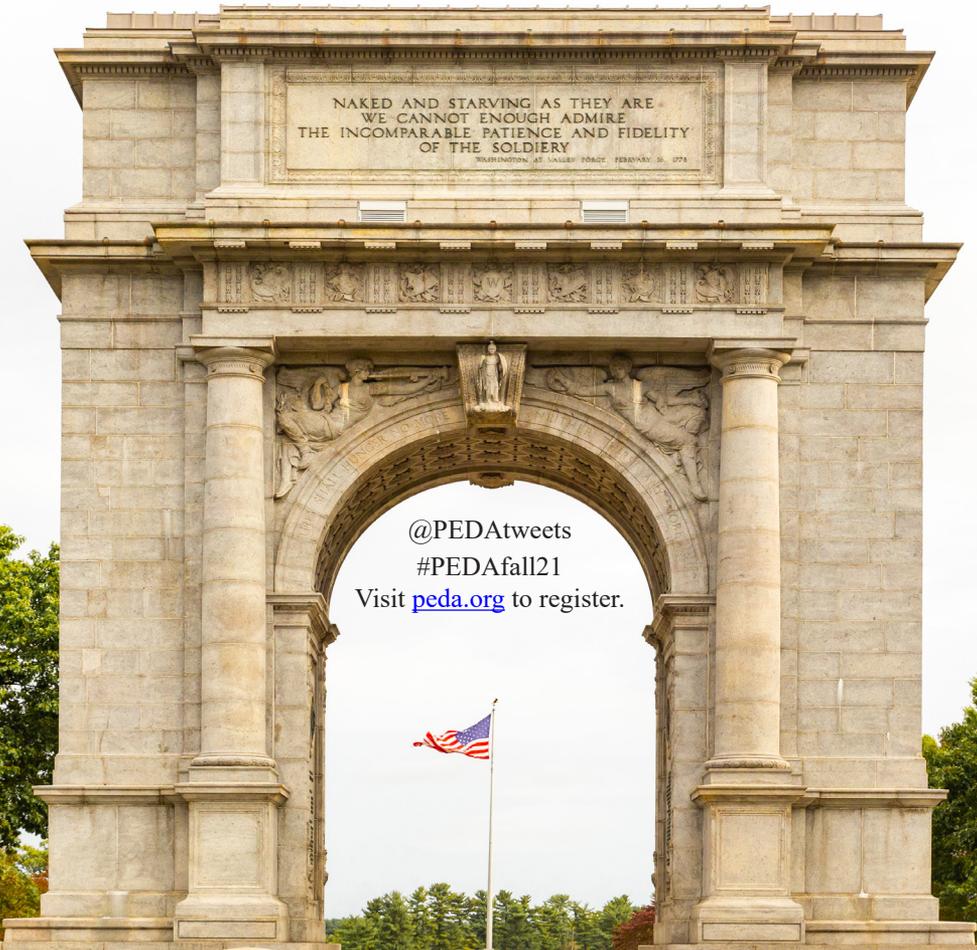


2021 PEDA Fall Conference
Valley Forge Casino Resort
October 6-8, 2021



DIAMOND SPONSORS



NAKED AND STARVING AS THEY ARE
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OF THE SOLDIERY
WARRINGTON, AT VALLEY FORGE, FEBRUARY 16, 1778.

@PEDAtweets
#PEDAfall21
Visit peda.org to register.

REGISTRATION INFORMATION

Pre-Conference Session: Registration for this session is separate from the 2021 Fall Conference. Although it is referenced in the conference agenda, it is not included in the price of the conference. For more information, please visit peda.org.

Full Conference Registration: Fees for the conference include refreshment breaks and meals, as indicated on the agenda. Partial conference registration options are listed on the registration form.

Hotel Accommodations: The conference will be held at the Valley Forge Casino Resort, located at 1160 First Avenue, King of Prussia, PA 19406. To receive the discounted rate of \$129/night (single or double options), please visit our [customized registration page](#) or call (610) 354-8118 and ask for the group code “A1021PE” or the Room Block Name “PEDA 2021 Fall Conference”. If making reservations by phone, please have, on hand, all the information listed under the “Hotel Accommodations” section of the conference website. The deadline to reserve rooms at the PEDA rate is September 6th. After this deadline or once capacity has been reached - whichever comes first - reservations will only be accepted on a space and rate availability basis.

Sponsorship Opportunities: Download the [Sponsorship Form](#) for details regarding available sponsorship opportunities for this conference.

Dietary / ADA Restrictions: If you have any ADA restrictions, dietary restrictions or allergies you would like PEDA or the conference venue to be aware of, please list them on the registration form or contact PEDA headquarters.

Cancellation / Refund / Substitution Policies: Requests for cancellations and refunds must be made in writing and received by 4:30 pm on September 22nd. No refunds will be granted after that point. All cancellations and refunds are subject to a \$50 administrative fee. No-shows will be billed in full. Substitutions are permitted, but are subject to rate adjustments (*i.e.*, member vs. non-member, etc.), where applicable.

Professional Development Units: Details regarding event-related Professional Development Units (PDUs) available to eligible members of PEDA engaged in its individual certification program and eligible representatives of CEDOs are available on page 11.

Consent to Use of Photographic Images: Registration for, attendance at or participation in the conference constitute an agreement by the registrant, attendee or participant to PEDA’s use and distribution (both now and in the future) of the registrant’s, attendee’s or participant’s image in photographs.

Visit Valley Forge App: The [Visit Valley Forge app](#) has everything you need to know about where to play, eat and shop in Montgomery County. This free mobile app is your hand-held guide to all things in Montco and includes access to Valley Forge Tourism & Convention Board’s Digital Welcome Guide. Take a moment to discover the best attractions, restaurants, entertainment, events and more.

REGISTRATION INFORMATION

GAT Meet & Greet: Join representatives of the Governor’s Action Team (GAT) in a casual atmosphere for an update on their statewide business expansion and attraction services and to engage in Q&A about topics or projects of importance to your community.

Utilization of Existing Credit: If you have a credit on file with PEDAs, associated with a 2020 event, please contact PEDAs’s Membership & Registration Coordinator, Jason Tobias, who can assist in applying it toward this conference. He can be reached at jtobias@wanerassoc.com or (717) 441-6047.

COVID-19 Procedures: To ensure the safety and comfort of all participants, PEDAs continues to monitor guidance by the CDC, the PA Department of Health and the Montgomery County Department of Health and Human Services for gatherings. PEDAs strongly encourages all conference participants to be fully vaccinated prior to attending the 2021 PEDAs Fall Conference and will continue working closely with the Valley Forge Casino Resort and members of the local host committee to make any necessary adjustments to safety-related procedures. Final policies and procedures pertaining to COVID-19 and attendance at the 2021 PEDAs Fall Conference will be communicated in the coming months. Participation in this event in any capacity constitutes an agreement by the participant to follow all guidelines and abide by any restrictions in place at the time of the event. Visit the Boyd Clean [website](#) to learn how Boyd Gaming is working to ensure your comfort and safety.

Photo Credit (Brochure Cover): Valley Forge Tourism & Convention Board/2019 Dylan Eddinger All Rights Reserved.

Agenda & Registration Information: Please note the agenda, registration information and other details included in this document are subject to change at any time.

2021 PEDA FALL CONFERENCE

October 6-8, 2021

Valley Forge Casino Resort | King of Prussia, PA

Registration Form

Attendee's Full Name _____

Job Title _____ Credentials (e.g., CECD) _____

Organization _____

Organization Type EDC SBDC BFTP Utility Higher Ed
 LDD IRC Govt Other _____

Mailing Address _____

Phone _____ Email _____

Emergency Contact Name / Phone _____

Dietary Restrictions or Allergies _____

ADA Restrictions _____

Registration Information: Please select from the registration options below. **Submission of this form constitutes the registrant's acknowledgement and agreement that a complete registration form and full payment must be received by COB on August 25th to receive the Early Bird rate.** Register by 4:30 pm on September 22nd to be included on the attendee list.

MEMBER			NON-MEMBER		
Registration Type	Early Bird	Standard	Registration Type	Early Bird	Standard
Full Conference	<input type="checkbox"/> \$425	<input type="checkbox"/> \$475	Full Conference	<input type="checkbox"/> \$565	<input type="checkbox"/> \$625
Thursday - Only	<input type="checkbox"/> \$325	<input type="checkbox"/> \$375	Thursday - Only	<input type="checkbox"/> \$410	<input type="checkbox"/> \$465
Friday - Only	<input type="checkbox"/> \$225	<input type="checkbox"/> \$275	Friday - Only	<input type="checkbox"/> \$310	<input type="checkbox"/> \$365

Total Amount Due: \$ _____ | Payment Enclosed Check Forthcoming

Payment Information: If opting to pay by check, please make your check payable to **PEDA** and send, along with this completed registration form, to 908 N. Second Street, Harrisburg, PA 17102. To register and pay by credit card, please visit peda.org.

Use of Contact Information: What contact information do you authorize PEDA to share with conference speakers, attendees, sponsors and exhibitors? (Please select only one.)

- Option 1: Name / Title / Organization / Phone / Mailing Address / Email
- Option 2: Name / Title / Organization / Phone / Mailing Address
- Option 3: No information may be shared.

Conference Buddy Option: PEDA is glad to offer first-time attendees the option to be connected with event participants who are more familiar with its conferences and can show them around. An attempt will be made to accommodate all interested first-time attendees, though the ability to do so depends upon the availability of conference veterans.

- I'm a first-time attendee interested in having a conference buddy.
- I'm interested in being a conference buddy.

Cancellation / Refund / Substitution Policies: See page 2 of this brochure.

Questions: Call us at (717) 441-6047 or email conferences@peda.org.

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ADDITIONAL SUPPORT



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For more information regarding sponsorships, please visit peda.org/sponsorships.



KEYNOTE PRESENTER



Nancy Walsh is the owner and founding member of tbdNOW, a professional development, coaching, and project development LLC in Lansdale, PA. Her work is grounded in a strong belief in the power of the unique strengths, stories, and vulnerabilities of every individual and organization. Guided by this passion, Nancy harnesses the essence of each client to facilitate the practical pursuit of potential. She brings this empathy- and strength-focused approach to the development of individuals, teams, organizations and ideas.

Since launching tbdNOW in 2020, Nancy has led the Montgomery Bar Association (“MBA”)’s award-winning diversity initiatives, including the launch of a fully online Summer 1L Diversity program in response to COVID-19 restrictions and the groundbreaking “We Need to Talk” series. She developed and moderated a panel discussion on the Asian-American experience, featuring Nydia Han; served as an organizer and featured speaker for the Pennsylvania Bar Association’s Minority Bar Committee’s Diversity Summit; and is a frequent presenter, facilitator and trainer for Montgomery County’s Department of Health and Human Services, the Phillip Jaisohn Memorial Foundation, and other local non-profits and private clients.

Prior to launching tbdNOW, Nancy was the Director of Engagement, Leadership and Community outreach at the Montgomery Bar Association, where she led leadership and professional development, membership engagement, diversity, community outreach, and access to justice initiatives. The MBA honored her impactful diversity work with the Champion of Diversity award, and the Pennsylvania Legal Action Network awarded her the prestigious PLAN award for her access to justice work throughout Montgomery County. Nancy also developed and continues to run the MBA’s award-winning Leadership Academy, a year-long personal and professional development program for emerging leaders in the legal profession.

Nancy spent a decade as an adjunct professor at Arcadia University, where she taught and helped develop courses for their honors Leadership program, as well as courses in writing and expression. She received her B.A. in English and Theater from the University of Notre Dame, her M.A. in English from Villanova University, and her secondary education certification through the graduate program at Holy Family University. Nancy is happily married to her husband The Honorable Joseph Walsh with whom she has raised three kind and beautiful daughters, Shannon, Bridget and Maggie.

AGENDA: WEDNESDAY, OCTOBER 6, 2021

Agenda subject to change

- 8:00 am - 8:30 am** Registration (Pre-Conference Session)
- 8:30 am - 11:45 am** **Pre-Conference Session - Navigating Business Structures & Tax Returns: A Roadmap for Economic Development Leaders***
- Kenetha Hansen, Director, Economic Development & Financing
York County Economic Alliance (Moderator)*
- Jason C. Barnes, MBA, MST, Partner
Baker Tilly US, LLP*
- Scott Frankenfield, CPA, Senior Manager
Baker Tilly US, LLP*

*This pre-conference session requires separate registration from the conference and is worth 3.00 PDUs in finance.

- 12:00 pm - 5:00 pm** Conference Registration
- 2:00 pm - 3:30 pm** Joint Meeting of Advocacy & EDC Committees
- 3:30 pm - 5:00 pm** PEDAs Board of Directors Meeting
- Exhibitor Set Up
- 5:00 pm - 5:30 pm** GAT Meet & Greet
- 5:30 pm - 7:00 pm** Welcome Reception - *Valley Forge Casino Resort (Please Drink Responsibly.)*
- Sponsored by Valley Forge Tourism & Convention Board*



EXPLORE THE TOWN

While in Valley Forge, conference participants are encouraged to “Explore the Town”. To make this as convenient as possible, Thursday evening’s agenda has been left wide open and the Valley Forge Tourism & Convention Board is putting together a list of suggested itineraries, a link to which will soon be placed on the conference website. In the meantime, please check out the [Visit Valley Forge app](#), which has everything you need to know about where to play, eat and shop in Montgomery County. This free mobile app is your hand-held guide to all things in Montco and includes access to Valley Forge Tourism & Convention Board’s Digital Welcome Guide.

AGENDA: THURSDAY, OCTOBER 7, 2021

- 7:30 am - 8:30 am** Breakfast & Registration
- 8:30 am - 9:00 am** Conference Welcome & Recognition of Sponsors
Michael Grigalonis, President
Pennsylvania Economic Development Association
David Zellers, Jr., Director of Commerce
Montgomery County
Dr. Victoria Bastecki-Perez, President
Montgomery County Community College
- 9:00 am - 10:15 am** **Keynote Presentation - Coming Up for Air**
Nancy Walsh, Owner & Founding Member
tbdNOW
- 10:15 am - 10:30 am** Break
- 10:30 am - 11:45 am** **Transformation of a Region: Urban & Suburban Philadelphia in the 21st Century**
David Zellers, Jr., Director of Commerce
Montgomery County (Moderator)
Dr. Victoria Bastecki-Perez, President
Montgomery County Community College
Gary W. Smith, President & CEO
Chester County Economic Development Council
Sam Rhoads, Executive VP & Senior VP, Financial Services
Philadelphia Industrial Development Corporation
Bret Perkins, Senior VP, External & Government Affairs
Comcast Corporation
- 12:00 pm - 1:30 pm** **Lunch, General Membership Meeting & Awards Presentation**
- 1:45 pm - 2:45 pm** **CONCURRENT SESSIONS**
Demystifying RACP - 101
Kenetha Hansen, Director, Economic Development & Financing
York County Economic Alliance (Moderator)
Patrick Miller, Executive VP
Altoona Blair County Development Corporation
Holli Reidlinger, RACP Administrator
Pennsylvania Office of the Budget
Nina Gabbidon, PMP, RACP Program Manager
Tetra Tech

AGENDA: THURSDAY, OCTOBER 7, 2021

1:45 pm - 2:45 pm **CONCURRENT SESSIONS (continued)**

Hot Topic Session

In an effort to bring you the timeliest topics, this session has been left open to accommodate a hot topic. Once selected, information will be available at peda.org.

2:45 pm - 3:00 pm Break

3:00 pm - 4:00 pm **CONCURRENT SESSIONS**

Greater Philadelphia on the World Stage

Lauren Swartz, President & CEO

World Affairs Council of Philadelphia (Moderator)

Ram Mohan, Chief Operating Officer

Afilias

Mark Rohlfing, VP Operations

Almac Clinical Services

David L. Cohen, Senior Advisor

Comcast Corporation

Hot Topic Session

In an effort to bring you the timeliest topics, this session has been left open to accommodate a hot topic. Once selected, information will be available at peda.org.

4:00 pm - 4:15 pm Break

4:15 pm - 5:15 pm **The Role of EDOs in Fostering Diversity, Equity & Inclusiveness**

Julie Fitzpatrick, Executive Director

Pennsylvania Downtown Center (Moderator)

Fermin Diaz Fulgencio, Jr., Entrepreneurship Facilitator

Hazleton LaunchBox

Dr. Silas Chamberlin, VP, Economic & Community Development

York County Economic Alliance

Sylvie Gallier Howard, Founder & CEO

Equitable Cities Consulting, LLC

James Sanders, Board Member

Montgomery County Redevelopment Authority

Kerry Kirkland, Deputy Secretary, Diversity, Inclusion & Small Business Opportunities

Pennsylvania Department of General Services

AGENDA: FRIDAY, OCTOBER 8, 2021

- 8:00 am - 9:00 am** Breakfast
- 9:00 am - 10:15 am** **The Role of Improvement Districts in Economic Development**
Eric Goldstein, Executive Director
King of Prussia District (Moderator)
Marshall Snively, President
Lancaster City Alliance
Jeremy Waldrup, President & CEO
Pittsburgh Downtown Partnership
- 10:15 am - 10:30 am** Break
- 10:30 am - 11:45 am** **Adventures in Economic Development Partnerships**
Rachel Riley, Senior Director of Communications
Valley Forge Tourism & Convention Board (Moderator)
Scott Higgins, Director of Sales
Valley Forge Tourism & Convention Board
Megan Tomlinson, Director of Events, Membership & Services
Valley Forge Tourism & Convention Board
David Zellers, Jr., Director of Commerce
Montgomery County
- 11:45 am** Conclude



Professional Development Units

Individual Certification: Eligible members of PEDAs engaged in its individual certification program may earn a maximum of 8.00 PDUs through conference attendance and another 3.00 PDUs through participation in the pre-conference session, for which separate registration is required.

Organizational Certification: PIDA has determined that, through their participation in the conference and the pre-conference session, eligible representatives of DCED-certified economic development organizations (CEDOs) may earn up to 4.00 finance PDUs toward the annual PIDA requirement of 6.00. In addition to the 3.00 PDUs available through the pre-conference session entitled “Navigating Business Structures & Tax Returns: A Roadmap for Economic Development Lenders”, the conference session entitled “Demystifying RACP - 101” has been approved to provide 1.00 PDU.

Note: One Professional Development Unit (PDU) equals one hour of actual instruction.

RECOGNITION

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). IEDC’s mission is to provide leadership and excellence in economic development for its 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 growth of the Commonwealth.

IEDC’s courses are offered throughout the year and a full listing can be viewed at www.iedconline.org.

Jul 15 - 16	Real Estate Development & Reuse	Online
Jul 15	On Talent Attraction	Webinar
Jul 29 - 30	Accelerating Growth through Entrepreneurship-Led Economic Development	Online
Jul 29	Broadband Solutions for Rural & Underserved Communities	Webinar
Aug 5	Measuring & Promoting Your Startup Ecosystem with Data & Insights	Webinar
Aug 12 - 13	Economic Development Strategic Planning	Online
Aug 19	It’s Time to Update Your Strategic Plan	Webinar
Aug 26 - 27	Entrepreneurial & Small Business Development Strategies	Online
Aug 26	Finding the Disaster Resources You Need	Webinar
Aug 31 - Sep 1	Workforce Development Strategies	Online



INTERNATIONAL
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COUNCIL