2020 PEDA Spring Legislative Conference
April 20 - 22, 2020

Hilton Harrisburg
@PEDAtweets
#PEDAspring20
Visit peda.org to register.
REGISTRATION INFORMATION

PIDA Training:
In lieu of a pre-conference offering, this time slot has been made available to Pennsylvania DCED staff for the provision of PIDA training to certified economic development organizations (CEDOs).

The breakdown for the training will include administrative updates and various underwriting and portfolio management topics. The PIDA Office also plans to seek feedback from the network of CEDOs regarding requested PIDA-related topics to include as part of the training.

This training will take place in the Desert Room (Plaza Level) of the Commonwealth Keystone Building (400 North Street, Harrisburg, PA, 17120). Further details will be provided directly by DCED staff as they become available and, in the meantime, questions may be directed to Jared Lucas, Director of the PIDA Division within DCED's Office of Business Financing.

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. Anyone only attending receptions will be charged and should contact PEDa in advance.

Hotel Accommodations:
The conference will be held at the Hilton Harrisburg in Harrisburg, PA. Call (717) 233-6000 or visit our customized reservation page to reserve your overnight room. Reference room block group code PEDA20 to receive the discounted rate of $145/night. The deadline to reserve rooms at the PEDA rate is March 22nd. After this deadline or once capacity has been reached - whichever comes first - reservations will only be accepted upon availability at prevailing hotel rates.

Sponsorship Opportunities:
Sponsorship, display and advertising opportunities are available for 2020 conferences. Download the Sponsorship Form for details.

Off-Site Reception:
The Tuesday evening reception will be held at Whitaker Center in its Kunkel Gallery, located on the Arcade Level and accessible from the Hilton without having to go outdoors. From the second floor of the Hilton, you may take the corridor walkway toward Strawberry Square. The entrance to Whitaker Center will be on your right, almost directly across from the entrance to the Walnut Street Garage and elevators, which will be on your left. If you choose to walk to this reception outside, the main entrance is located at 222 Market Street.

Dietary / ADA Restrictions:
If you have any ADA restrictions, dietary restrictions or allergies you would like PEDa to be aware of, please contact PEDa headquarters.

Cancellation / Refund / Substitution Policies:
Due to venue guarantees, requests for cancellations and refunds must be made in writing and received by 4:30 pm on April 8th. 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 8.

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.
REGISTRATION FORM

Attendee’s Full Name ________________________________________________________
Job Title _____________________ Credentials on Badge (e.g., CEcD) ______________
Organization _________________________________________________________________
Organization Type □ EDC □ SBDC □ BFTP □ Utility □ Higher Ed
□ LDD □ IRC □ Govt □ Other _______________________
Billing 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
March 9th to receive the Early Bird rate. Register by COB on April 8th to be included
on the attendee list.

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Total Amount Due: $_______  | □ Payment Enclosed  □ Check Forthcoming

Payment Information: Please make checks payable to PEDA and send, along with
this completed 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 attendees and sponsors? (Please select 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.

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

TEAM PENNSYLVANIA

YOUNG PROFESSIONAL SCHOLARSHIP PROVIDERS

TEAM PENNSYLVANIA

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

2020 PEDA OFFICERS

President
Michael Grigalonis
COO & Executive VP
Chester County Economic Development Council

1st Vice President
Stephen McKnight
President & CEO
Altoona Blair County Development Corporation

2nd Vice President
Laura Goodrich Cairns
Deputy Director of Commerce
Delaware County Commerce Center

Treasurer
Rob Swales
Chief Executive Officer
Clearly Ahead Development

Secretary
Melissa Stone
VP of Economic Development
Harrisburg Regional Chamber & CREDC

Immediate Past President
James Becker
Executive Director
Economic Progress Alliance of Crawford County
AGENDA: MONDAY, APRIL 20, 2020

9:00 am - 12:00 pm PIDA Training

In lieu of a pre-conference offering, this time slot has been made available to Pennsylvania DCED staff for the provision of PIDA training to certified economic development organizations (CEDOs).

The breakdown for the training will include administrative updates and various underwriting and portfolio management topics. The PIDA Office also plans to seek feedback from the network of CEDOs regarding requested PIDA-related topics to include as part of the training.

This PIDA Training is worth 3.00 PDUs in finance and additional details are available on page 2.

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 PEDA Board of Directors Meeting

Exhibitor Set Up

5:30 pm - 7:00 pm Welcome Reception - Hilton Harrisburg

(Please Drink Responsibly.)

KEYNOTE PRESENTER

Hans Meeder, President and Founder of the National Center for College and Career Transitions (NC3T), is a recognized expert in Pathways for Career and Life Success, as well as Career Technical Education (CTE) and STEM (Science, Technology, Engineering, Math) education. He has conducted original research on these topics, authored numerous reports, articles and books, including The Power and Promise of Pathways. Hans is also the author of the cutting edge blog, CCL In.Sight.

Hans formed Meeder Consulting in 2005 and, in 2012, co-founded the NC3T, in which he serves as President and CEO. Prior to his work with Meeder Consulting and NC3T, Hans served as Deputy Assistant Secretary for Education in the U.S. Department of Education Office of Vocational and Adult Education. In this role, he led the Department of Education's High School Initiative, and also guided policy development for implementation of the Perkins Act and the Adult Education and Family Literacy Act. Prior service includes roles with the U.S. House of Representatives, the 21st Century Workforce Commission and the National Alliance of Business.

He earned his B.A. from the University of Maryland and also holds an MBA from the University of Maryland University College. He lives in Columbia, Maryland with his wife and is father of four adult children.
AGENDA: TUESDAY, APRIL 21, 2020

7:30 am - 8:30 am  Continental Breakfast & Registration

8:30 am - 8:45 am  President’s Welcome & Recognition of Sponsors
Michael Grigalonis, President
Pennsylvania Economic Development Association

8:45 am - 9:00 am  DCED Welcome
Neil Weaver, Executive Deputy Secretary
Pennsylvania DCED

9:00 am - 10:15 am  Keynote Presentation - The Future of American Talent Development
Hans K. Meeder, President & Founder
National Center for College & Career Transitions (NC3T)

10:15 am - 10:30 am  Break

10:30 am - 11:45 am  Keystone Economic Development & Workforce Command Center - 2020
Carol L. Kilko, Deputy Secretary of Business Finance & Workforce Development
Pennsylvania DCED (Moderator)
Gene Barr, President & CEO
Pennsylvania Chamber of Business & Industry
Anthony S. Bartolomeo, PE, ENV SP, Dist.M.ASCE, President & CEO
Pennoni Associates
Richard W. Bloomingdale, President
Pennsylvania AFL-CIO
Kathy Boockvar, Secretary
Pennsylvania Department of State
Dennis M. Davin, Secretary
Pennsylvania DCED
W. Gerard Oleksiak, Secretary
Pennsylvania Department of Labor & Industry

12:00 pm - 1:30 pm  Lunch, General Membership Meeting & Awards Presentation

1:45 pm - 2:45 pm  Concurrent Sessions
Engaging with the Military & Veterans for Job Opportunities
Alex Archawski, Founder / Director
Greater Philadelphia Veterans Network
AGENDA: TUESDAY, APRIL 21, 2020

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

2:45 pm - 3:00 pm Break

3:00 pm - 4:00 pm Concurrent Sessions
4 Elements to Improving Your Economic Development Web Presence
Dave Parsell, Co-Founder & CEO
   Localintel (Moderator)

Melissa Stone, VP of Economic Development
   Harrisburg Regional Chamber & CREDC

Kaycee Kemper, Vice President
   Adams Economic Alliance

David Zellers, Director of Commerce
   Montgomery County

Hot Topic Session
In an effort to bring you the most timely topics, this session has been left open to accommodate a hot topic. Once determined, information regarding the selected session will be available on PEDA's website.

4:00 pm - 4:15 pm Break

4:15 pm - 5:15 pm Get Some Help!
Andrew Skrip, VP, Industrial Development
   Scranton Lackawanna Industrial Building Company
   (Moderator)

Bruce Reddock, Economic Development Specialist
   The Scranton Plan (Moderator)

5:30 pm - 7:00 pm Legislative Reception - Whitaker Center Kunkel Gallery
See page 2 for details. (Please Drink Responsibly.)
AGENDA: WEDNESDAY, APRIL 22, 2020

8:00 am - 9:00 am  Hot Buffet Breakfast

9:00 am - 10:15 am  Legislative Panel
This session will feature panelists who are deeply involved in the day-to-day efforts to develop and pass legislation pertinent to economic development.

10:15 am - 10:30 am  Break

10:30 am - 11:45 am  Best Practices in Using Social Media for EDOs
This session, being developed under the leadership of Pennsylvania DCED’s Marketing Office, will be tailored to meet the needs of professionals identified through a survey and other outreach.

11:45 am  Conclude

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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 PEDA’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 around the country and a full listing can be viewed at www.iedconline.org.

Feb 6 - 7  Economic Development Strategic Planning  Tampa, FL
Feb 9 - 11  2020 Leadership Summit  Tampa, FL
Feb 20  Making the Most of Your Opportunity (Zone)  Webinar
Feb 25 - 26  Real Estate Development & Reuse  Baltimore, MD
Feb 27 - 28  Economic Development Marketing & Attraction  Baltimore, MD
Mar 10, 17, 24 & 31  Foreign Direct Investment & Exporting  Online Training
Mar 19  Revitalization through Downtown Development Districts  Webinar
Mar 26 - 27  Business Retention & Expansion  Buffalo, NY

This Project was financed in part by a grant from the Commonwealth of Pennsylvania, DCED.