

2020 PEDAs 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 PEDDA 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 PEDDA 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 PEDDA to be aware of, please contact PEDDA 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 PEDDA 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 PEDDA's use and distribution (both now and in the future) of the registrant's, attendee's or participant's image in photographs.

2020 PEDA SPRING LEGISLATIVE CONFERENCE

April 20 - 22, 2020
Hilton Harrisburg | Harrisburg, PA

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.

MEMBER			NON-MEMBER		
Registration Type	Early Bird	Standard	Registration Type	Early Bird	Standard
Full Conference	<input type="checkbox"/> \$375	<input type="checkbox"/> \$425	Full Conference	<input type="checkbox"/> \$515	<input type="checkbox"/> \$575
Tuesday - Only	<input type="checkbox"/> \$275	<input type="checkbox"/> \$325	Tuesday - Only	<input type="checkbox"/> \$360	<input type="checkbox"/> \$415
Wednesday - Only	<input type="checkbox"/> \$175	<input type="checkbox"/> \$225	Wednesday - Only	<input type="checkbox"/> \$260	<input type="checkbox"/> \$315

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.

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.

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

SPONSORS

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

2020 PEDA OFFICERS

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Treasurer

Rob Swales
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Melissa Stone
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Harrisburg Regional
Chamber & CREDC

Immediate Past President

James Becker
Executive Director
Economic Progress Alliance of
Crawford County



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: MONDAY, APRIL 20, 2020

Agenda subject to change

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** PEDAs Board of Directors Meeting
Exhibitor Set Up
- 5:30 pm - 7:00 pm** Welcome Reception - *Hilton Harrisburg*
(Please Drink Responsibly.)

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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Professional Development Units

Individual Certification: Eligible members of PEDDA 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 PIDA Training referenced on page 2.

Organizational Certification: PIDA has determined that, through their participation in the conference and the PIDA Training, 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 PIDA Training, 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 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



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL



pennsylvania
DEPARTMENT OF COMMUNITY
& ECONOMIC DEVELOPMENT

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