2018 Spring Legislative Conference
April 23-25

Hilton Harrisburg
@PEDAtweets
#PEDAspring18
Visit peda.org to register.
REGISTRATION INFORMATION

Pre-Conference Session:
Registration for this session is separate from the 2018 spring conference. Although it is referenced in the conference agenda, it is not included in the price of the conference. For more information regarding the pre-conference session, please visit peda.org.

Full Conference Registration:
Fees for the 2018 spring conference include all 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 Headquarters in advance.

Hotel Accommodations:
The 2018 spring conference will be held at the Hilton Harrisburg in Harrisburg, PA. Call (717) 233-6000 or visit our customized registration page to reserve your overnight room or to obtain directions. Reference room block group code PED418 to receive the discounted rate of $142/night. The deadline to reserve rooms at the PEDA rate is March 19th. 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 and display opportunities are available for 2018 conferences. Download the Sponsorship Form for details.

Cancellation / Refund Policies:
Due to venue guarantees, requests for cancellations and refunds must be made in writing and received by COB on April 11th. 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.

Consent for Photographic Images:
Registration for, attendance at, or participation in, the 2018 spring conference constitutes 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.

Questions:
Call us at (717) 441-6047 or email conferences@peda.org.
2018 PEDA SPRING LEGISLATIVE CONFERENCE
April 23-25, 2018
Hilton Harrisburg | Harrisburg, PA

REGISTRATION FORM

Attendee’s Full Name ___________________________________ Title _______________

Name on Badge ________________ Credentials on Badge (e.g., CEcD) __________

Organization ________________________________________________________________

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

Billing Address __________________________________________________________________

Phone ____________________________ Email _________________________________________

Registration Information: Please select from the registration options below.
Register and pay by COB on March 12th to receive the Early Bird rate. Register by
COB on April 11th to be included on the attendee list.

<table>
<thead>
<tr>
<th>MEMBER</th>
<th>Early Bird</th>
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<tr>
<td>Full Conference</td>
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<td>Tuesday - Only</td>
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<tr>
<td>Wednesday - Only</td>
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<table>
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<tr>
<th>NON-MEMBER</th>
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<td>Wednesday - Only</td>
<td>☐ $260</td>
<td>☐ $315</td>
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Total Amount Due: $_______ | ☐ Payment Enclosed ☐ Check Forthcoming

Payment Information:
1. **Check:** Send this completed form, with check made payable to PEDA, to
   908 N. Second Street, Harrisburg, PA 17102 or fax form to (717) 236-2046.

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

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YOUNG PROFESSIONAL SCHOLARSHIP PROVIDERS

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

2018 PEDA OFFICERS

President
James Becker
Executive Director
Economic Progress Alliance of Crawford County, Meadville, PA

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Deputy Director of Commerce
Delaware County Commerce Center, Media, PA

2nd Vice President
Vito Gallo
Assistant VP for State Relations
Lehigh University, Bethlehem, PA

Secretary / Treasurer
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Chief Operating Officer
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Immediate Past President
Pamela Shupp, AICP, CECd
Executive Vice President
Greater Reading Chamber Alliance, Reading, PA

Executive Director
Joshua L. Skopp, MPA
Pennsylvania Economic Development Association
Harrisburg, PA
KEYNOTE PRESENTER

Stephen P. Mullin is a President of Econsult Solutions, an economic consulting firm based in Philadelphia. His 18-year consulting practice concentrates on state, local, and public finance and policy analysis, economic and real estate development and impact analyses, and business-government strategies. His clients include state and local governments and agencies, businesses, developers, and not-for-profit institutions.

Mr. Mullin also served from 1993-2000 as Philadelphia’s Director of Commerce, chairing the Mayor’s Economic Development Cabinet and coordinating activities of the City’s development agencies and the Division of Aviation. He served on many boards and commissions, including the City Planning Commission, the Philadelphia Industrial Development Corporation, the Philadelphia Commercial Development Corporation (Chair), the Airport Advisory Board, the Convention and Visitors Bureau, the Historic Commission, the Port of Philadelphia and Camden, and the Penn’s Landing Development Corporation. Mr. Mullin also served as Philadelphia’s Director of Finance from 1992-93, during the City’s fiscal turnaround.

He was Budget Director for the City of St. Louis (82-88) and Director of Corporate Development for the Laclede Gas Company (88-90), where he developed merger and acquisition strategies for the investor-owned utility. He served as Deputy Director of the St. Louis Development Corporation (90-92), where he was responsible for commercial and industrial development programs in St. Louis.

Mr. Mullin is a 1973 cum laude graduate of Phillips Exeter Academy, a 1977 magna cum laude in Economics graduate of Harvard University, and earned an M.A. in Economics from the University of Pennsylvania in 1982. Mr. Mullin is active in numerous Philadelphia corporate and civic activities and, locally, he has taught economics and public finance courses at a multitude of colleges and universities in the Greater Philadelphia area. He has authored articles, delivered numerous speeches, is frequently interviewed in print and television media, and participates in many seminars and panels discussing macroeconomics, local government policy, economic and real estate development, energy and environmental issues, education, finance and tax policy. He was voted one of Philadelphia’s 101 most connected people in 2007.
AGENDA: MONDAY, APRIL 23, 2018

8:30 am – 9:00 am Registration for Pre-Conference Session*

9:00 am – 12:15 pm Pre-Conference Session*
The Role of Private Capital in the Entrepreneurial Ecosystem: Sources of Private Equity & How to Access Them

A panel comprised of experts on solidifying private investment for new and rapidly growing companies is being assembled and will represent actual private investors, venture capital fund advisors and programmatic investors. Visit our website for more information and to register.

12:00 pm – 5:00 pm Conference Registration

12:15 pm – 1:00 pm Membership & Communications Committee Meeting

12:30 pm – 1:30 pm Conference Committee / Professional Development Committee Joint Meeting

1:00 pm – 2:00 pm EDC Committee Meeting

2:00 pm – 3:00 pm Advocacy Committee Meeting

3:00 pm – 5:00 pm Exhibitor Set Up

3:15 pm – 5:15 pm PEDA Board of Directors Meeting

5:30 pm – 7:30 pm Welcome Reception

*The pre-conference session requires separate registration from the spring conference and is worth 3.00 PDUs in finance. For more information, please visit peda.org/events.
AGENDA: TUESDAY, APRIL 24, 2018

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

8:30 am – 8:45 am  President’s Welcome & Recognition of Sponsors
James Becker, President
Pennsylvania Economic Development Association

8:45 am – 9:00 am  DCED Welcome
Dennis Davin, Secretary
Pennsylvania DCED

9:00 am – 10:15 am  **Keynote Presentation**
**Business Attraction in the Age of Amazons: Has Anything Changed?**
Stephen Mullin, President & Principal
Econsult Solutions

10:15 am – 10:30 am  Break

10:30 am – 11:45 am  **Commonwealth Agency Update: The Economic & Workforce Development Partnership**
Eileen Cipriani, Deputy Secretary, Workforce Development
Pennsylvania Department of Labor & Industry (Moderator)

Carol Kilko, Deputy Secretary, Business Financing
Pennsylvania DCED (Moderator)

Dan Fogarty, COO / Director of Workforce Development
Berks County Workforce Development Board

Pamela Shupp, AICP, CEcD, Executive VP
Greater Reading Chamber Alliance

David Black, President & CEO
Harrisburg Regional Chamber & CREDC

Jesse McCree, CEO
SCPa Works

12:00 pm – 1:30 pm  Lunch & General Membership Meeting

1:45 pm – 2:45 pm  **Concurrent Sessions**
**Best Practices for Marketing Your Location**
Carrie Lepore, Deputy Secretary, Marketing, Tourism & Film
Pennsylvania DCED

Betsy Linaberger, Senior VP
Tierney Communications

Gloria Blint, CEO
Red House Communications
AGENDA: TUESDAY, APRIL 24, 2018

1:45 pm – 2:45 pm  **Equity Crowdfunding: A New Tool for Financing Start-Ups & Small Businesses**
Christopher Gulotta, Principal
   The Gulotta Group, LLC (Moderator)
Ben Schulman, Director of Communications & Outreach
   Small Change
Rohan Shah, Co-Founder
   Slice Capital
Daniel Stepanov, Co-Founder
   Slice Capital

2:45 pm – 3:00 pm  Break

3:00 pm – 4:00 pm  **Concurrent Sessions**
**Words from the Wise: Lessons Learned from EDO / Chamber Mergers**
Kenetha Hansen, Director, Economic Development & Financing
   York County Economic Alliance (Moderator)
Dawn Hart, Director of Community & Economic Development
   City of Easton
Pamela Shupp, AICP, CEcD, Executive VP
   Greater Reading Chamber Alliance
Linda Nitch, CEcD, EDFP, Director of Economic & Business Development
   Lawrence County Regional Chamber of Commerce

**Best Practices from PEDA Award Winners**
David Black, President & CEO
   Harrisburg Regional Chamber & CREDC (Moderator)
Brad Lashinsky, Executive Director
   Jefferson County Development Council, Inc.
Deana Burge, Deputy Executive Director
   Economic Progress Alliance of Crawford County
Robert Shark, Executive Director
   Fay-Penn Economic Development Council

4:00 pm – 4:15 pm  Break
AGENDA: TUESDAY, APRIL 24, 2018

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 – 7:30 pm  Legislative Reception

AGENDA: WEDNESDAY, APRIL 25, 2018

8:00 am – 9:00 am  Hot Buffet Breakfast / Networking with Colleagues

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  Data is Good, but Insights are Better: How Technology is Being Harnessed to Drive Local Business
Dave Parsell, Co-Founder & CEO, Localintel

11:45 am  Conclude

Professional Development Units
This conference qualifies to provide Professional Development Units (PDUs) to DCED-certified economic development organizations (CEDOs) as well as to members of PEDA engaged in its individual certification program. One PDU equals one hour of actual instruction and a maximum of 8.00 PDUs may be earned by an eligible full conference attendee. An additional 3.00 PDUs are available to eligible individuals attending the pre-conference session, for which separate registration and payment is required. A maximum of 11.00 total PDUs are available to a qualified individual attending the full conference and the pre-conference session.

PDUs associated with the April 23rd pre-conference session and the April 24th session entitled Equity Crowdfunding: A New Tool for Financing Start-Ups & Small Businesses fall within the discipline of finance, as determined by PIDA.
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](http://www.iedconline.org).

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<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>February 15</td>
<td>Corporate Social Responsibility &amp; Economic Development</td>
<td>Webinar</td>
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<tr>
<td>February 21 – 23</td>
<td>Economic Development Credit Analysis</td>
<td>Baltimore, MD</td>
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<tr>
<td>March 8</td>
<td>Fighting Neighborhood Decay: From Blight to Bright</td>
<td>Webinar</td>
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<td>March 15 – 16</td>
<td>Business Retention &amp; Expansion</td>
<td>New Orleans, LA</td>
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<td>March 22 – 23</td>
<td>Neighborhood Development Strategies</td>
<td>Washington, DC</td>
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<tr>
<td>March 25 – 27</td>
<td>2018 Federal Forum</td>
<td>Washington, DC</td>
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<tr>
<td>April 12</td>
<td>Cultivating a Great Outdoor Recreation Economy</td>
<td>Webinar</td>
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<tr>
<td>April 12 – 13</td>
<td>Managing Economic Development Organizations</td>
<td>Lansing, MI</td>
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<td>April 19 – 20</td>
<td>Economic Development Strategic Planning</td>
<td>Atlanta, GA</td>
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<tr>
<td>April 25 – 27</td>
<td>Economic Development Credit Analysis</td>
<td>Minneapolis, MN</td>
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