

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 PEDTA 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.

MEMBER			NON-MEMBER		
Registration Type	Early Bird	Standard	Registration Type	Early Bird	Standard
Full Conference	<input type="checkbox"/> \$345	<input type="checkbox"/> \$395	Full Conference	<input type="checkbox"/> \$515	<input type="checkbox"/> \$575
Tuesday - Only	<input type="checkbox"/> \$245	<input type="checkbox"/> \$295	Tuesday - Only	<input type="checkbox"/> \$360	<input type="checkbox"/> \$415
Wednesday - Only	<input type="checkbox"/> \$145	<input type="checkbox"/> \$195	Wednesday - Only	<input type="checkbox"/> \$260	<input type="checkbox"/> \$315
Lifetime Member		<input type="checkbox"/> \$205			

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

Payment Information:

- Check:** Send this completed form, with check made payable to PEDTA, to 908 N. Second Street, Harrisburg, PA 17102 or fax form to (717) 236-2046.
- Credit Card:** Visit peda.org to register and pay by credit card.

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

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2018 PEDA OFFICERS

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Economic Progress Alliance of Crawford County, Meadville, PA

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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

Agenda subject to change

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 PEDAs 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 PEDAs 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 PEDAs 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.

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



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