

2023 PEDA Fall Conference DoubleTree by Hilton Reading October 16-18, 2023



@PEDAtweets
#PEDAfall23
Visit peda.org to register.

Platinum Sponsor

GRCA

GREATER READING
Chamber Alliance

REGISTRATION INFORMATION

Pre-Conference Session: Registration for this session is separate from the 2023 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 DoubleTree by Hilton Reading, located at 701 Penn Street, Reading, PA 19601. To reserve your overnight room at the discounted rate of \$149/night, please visit our [customized reservation page](#) or call (610) 375-8000 and reference room block group code "PED". The deadline to reserve rooms at the PED A rate is October 1, 2023. After this deadline or once capacity has been reached – whichever comes first – reservations will only be accepted upon availability at prevailing hotel rates.

Parking: Complimentary parking is available – in the parking garage adjacent to the hotel – for conference attendees and guests of the DoubleTree by Hilton Reading. Because the garage is not owned by the hotel, it is required that specific procedures are followed to obtain complimentary parking and to avoid being fined by the owner of the garage. Please visit the conference website, prior to your travel to the conference, to learn more.

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

Excursion – Explore Downtown Reading Walking Tour (Monday, October 16, 2023): Explore Downtown Reading through a 60-minute, guided walking tour that will highlight existing public art and planned public art corridors, architecture, redevelopment projects and future plans. The tour, which will begin and end at the DoubleTree by Hilton Reading, will highlight the following. Please advise of any ADA restrictions during conference registration. Capacity is limited and pre-registration is required.

- Anchors in and around the downtown area
- Public Spaces – pocket parks that create a corridor from Court Street to Franklin Street
- Activation of spaces via events
- Current public art throughout downtown Reading including the newly installed Fast Lane Art initiative in vacant windows (an arts walk within the walk!)
- Architecture throughout the Callowhill Historic District
- What's next in Downtown Reading!

Excursion – "Building on Success" Industrial Development Bus Tour (Tuesday, October 17, 2023): Hop on a bus for a guided off-site tour focused on industrial development. Featured areas will include development around the Reading Regional Airport in Bern Township. Please advise of any ADA restrictions during conference registration. Capacity is limited and pre-registration is required. (Thanks to the Greater Reading Chamber Alliance for providing bus transportation for this tour!)

Off-Site Reception: Sponsored by the BerksIDA and the County of Berks, the evening reception on Tuesday, October 17, 2023, will be held at [Saucony Creek Franklin Station Brewpub](#), located at 100 South 7th Street, approximately a five minute walk from the DoubleTree by Hilton Reading.

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.

Dietary / ADA Restrictions: If you have any ADA restrictions, dietary restrictions or food allergies you would like PED A or the conference venue to be aware of, please list them on the registration form (or during the online registration process) or contact PED A headquarters. Please note PED A currently anticipates plated meals will be served during the October 17, 2023 lunch and any special meal-related accommodations will be based on information you provide during the registration process.

REGISTRATION INFORMATION

Cancellation / Refund / Substitution Policies: Requests for cancellations and refunds must be made in writing and received by 4:30 pm on October 2, 2023. No refunds will be granted after that point. All cancellations and refunds are subject to a \$75 administrative fee. No-shows will be billed in full. Substitutions are permitted, but are subject to rate adjustments (*i.e.*, member vs. non-member, early bird vs. standard rate, etc.), where applicable.

Professional Development Units (PDUs): Details regarding event-related PDUs available to eligible members of PEDAs engaged in its individual certification program and eligible representatives of CEDOs are available on page 9.

Consent to Use of Photo / Video / Audio: Registration for, attendance at or participation in the conference constitute an agreement by the registrant, attendee or participant to PEDAs use and distribution (both now and in the future) of the registrant's, attendee's or participant's image and/or likeness and/or voice (as recorded on audio or video) without compensation.

COVID-19 Protocols: PEDAs strongly encourages all conference participants to be fully vaccinated prior to attending the 2023 PEDAs Fall Conference and continues to monitor guidance by the CDC and state health officials. Participants are asked to remain up-to-date regarding the latest CDC guidance during their visit to the conference venues and to visit the venues' websites to learn how they are working to ensure your comfort.

Agenda & Registration Information: Please note the agenda, registration information and other details included in this document, on the conference website or in any related materials or communications are subject to change at any time without notice.

2023 PEDAs OFFICERS

President

Stephen McKnight
President & CEO
Altoona Blair County
Development Corporation

Treasurer / Secretary

Melissa Stone
VP of Economic Development
Harrisburg Regional
Chamber & CREDC

1st Vice President

Laura Goodrich Cairns
Commerce Director
Delaware County Commerce Center

Immediate Past President

Michael Grigalonis
President & COO
Chester County Economic
Development Council

2nd Vice President

Rob Swales
Chief Executive Officer
Clearly Ahead Development



2023 PEDA FALL CONFERENCE

October 16-18, 2023

DoubleTree by Hilton Reading | Reading, 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 _____

Address _____

Phone _____ Email _____

Emergency Contact Name / Phone _____

Dietary Restrictions or Food Allergies _____

ADA Restrictions _____

Registration Information: Please select from the registration types below. *Submission of this form constitutes the registrant's acknowledgement of and agreement to all information and other details included in this brochure, on the event website or in any related materials or communications, including that a complete registration form and full payment must be received by September 5, 2023 to receive the Early Bird rate.*

MEMBER			NON-MEMBER		
Registration Type	Early Bird	Standard	Registration Type	Early Bird	Standard
Full Conference	<input type="checkbox"/> \$450	<input type="checkbox"/> \$500	Full Conference	<input type="checkbox"/> \$600	<input type="checkbox"/> \$660
Tuesday - Only	<input type="checkbox"/> \$350	<input type="checkbox"/> \$400	Tuesday - Only	<input type="checkbox"/> \$435	<input type="checkbox"/> \$495
Wednesday - Only	<input type="checkbox"/> \$250	<input type="checkbox"/> \$300	Wednesday - Only	<input type="checkbox"/> \$335	<input type="checkbox"/> \$395

Group Rate: Is your organization registering four or more people from its staff for a conference for the first time? If so, contact PEDA to ask about an available 10% group rate discount.

Excursion: \$5 Explore Downtown Reading Walking Tour | Monday, October 16th | 12:15 pm - 1:15 pm

Excursion: \$5 Industrial Development Bus Tour | Tuesday, October 17th | 4:15 pm - 5:15 pm

Confirmation of Attendance: I authorize PEDA to share my name and organization name with third parties seeking to confirm my attendance at this event for purposes of professional development credit or continuing education. Yes No

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.

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

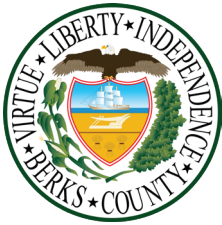
SPONSORS

PLATINUM

GRCA

GREATER READING
Chamber Alliance

TUESDAY EVENING RECEPTION



GOLD



SILVER



YOUNG PROFESSIONALS SPONSORSHIP PROVIDER



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

KEYNOTE PRESENTATION



Winona Dimeo-Ediger, Co-Founder and Chief Creative Officer of RoleCall Talent Attraction Agency, has been a digital content creator for nearly a decade, writing about culture, travel, and politics for publications like National Geographic, Rolling Stone, and NPR. As editor-in-chief of Livability.com, she created talent attraction content and marketing campaigns for communities around the country and oversaw proprietary research about the factors that drive relocation decisions, with a focus on effective place marketing to Millennials and Gen Z. In 2020, she co-founded RoleCall, a talent attraction agency that helps cities and states across the country align their marketing campaigns with their tangible talent attraction goals, with a focus on creating actionable “paths to yes” for new residents. She specializes in helping places hone their authentic voice and personalizing their outreach to the talent they need.

Her thought leadership in talent attraction has been recognized by LinkedIn, Realtor.com, CNBC, and MarketWatch. She has presented on talent attraction innovation and best practices at ACCE and IEDC, as well as statewide conferences on tourism and economic development. The highlight of her career was a shoutout on SNL’s “Weekend Update”.

AGENDA: MONDAY, OCTOBER 16, 2023

Agenda subject to change

8:00 am - 8:30 am	Registration (Pre-Conference Session)
8:30 am - 11:45 am	Pre-Conference Session: Demystifying RACP – A Deeper Dive* <i>Nick Felice, President & CEO</i> <i>Mifflin County Industrial Development Corporation (Moderator)</i> <i>Nina Gabbidon, PMP, RACP Program Manager</i> <i>Tetra Tech</i> <i>Holli Reidlinger, RACP Administrator</i> <i>Pennsylvania Office of the Budget</i>

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

12:00 pm - 5:00 pm	Conference Registration
12:15 pm - 1:15 pm	Excursion: Explore Downtown Reading Walking Tour (Pre-registration required)
1:00 pm - 2:00 pm	Young Professionals Committee Meeting
2:00 pm - 3:15 pm	Joint Meeting of Advocacy & EDC Committees
3:30 pm - 5:00 pm	PEDA Board of Directors Meeting; Exhibitor Set Up
5:00 pm - 5:30 pm	GAT Meet & Greet
5:30 pm - 7:00 pm	Welcome Reception – <i>DoubleTree by Hilton Reading</i> (Please Drink Responsibly.)

AGENDA: TUESDAY, OCTOBER 17, 2023

Agenda subject to change

- 7:30 am - 8:30 am** Conference Registration & Breakfast
- 8:30 am - 9:00 am** Conference Welcome & Recognition of Sponsors
Stephen McKnight, President
Pennsylvania Economic Development Association
The Honorable Eddie Moran, Mayor
City of Reading
Aaron Gantz, MPA, Senior Director, Economic Development
Greater Reading Chamber Alliance
- 9:00 am - 10:15 am** **Keynote Presentation: Redefining Success in Economic Development**
Winona Dimeo-Ediger, Co-Founder & Chief Creative Officer
RoleCall Talent Attraction Agency
- 10:15 am - 10:30 am** Break
- 10:30 am - 11:45 am** **Unleashing Your Community's Potential: Capitalizing on Assets for Talent Attraction & Place-Based Marketing**
Aaron Gantz, MPA, Senior Director, Economic Development
Greater Reading Chamber Alliance
Stephen McKnight, President & CEO
Altoona Blair County Development Corporation
Sarah Steltz, VP, Economic Competitiveness
The Chamber of Commerce for Greater Philadelphia
Linda M. Topoleski, VP, Talent Strategy & Programs
Allegheny Conference on Community Development
- 12:00 pm - 1:30 pm** **Lunch, Awards & General Membership Meeting**
- 1:45 pm - 2:45 pm** **CONCURRENT OFFERINGS**
The Economic Impact of Agriculture
Kelly Kandratic, Agriculture Policy Director
Team Pennsylvania
Emily Wangolo, Executive Director
Berks County Department of Agriculture
Maximizing Funding Sources for Successful Development Projects
Alan Shuman, President
Shuman Development Group
Jeremy Zaborowski, Executive Director
Berks County Industrial Development Authority
- 2:45 pm - 3:00 pm** Break
- 3:00 pm - 4:00 pm** **CONCURRENT OFFERINGS**
Private & Public Sector Collaboration: From a Community Dream to a Community Reality
David Hunter, Executive Director
Berks County Planning Commission (Moderator)
Kenneth Lawrence, Jr., Commissioner
Montgomery County

AGENDA: TUESDAY, OCTOBER 17, 2023

Agenda subject to change

Christian Leinbach, Chair Commissioner
County of Berks

Marian Moskowitz, Commissioner
Chester County

John Weidenhammer, Chair
Berks Alliance

All the Easy Sites are Gone – Now What?

Debra Millman, President
Greater Berks Development Fund (Moderator)

Jamal Abodalo, Community Development Director
City of Reading

Michele Bare, Borough Manager
Wyomissing Borough

James P. Cinelli, Principal
Liberty Environmental

Alan Shuman, President
Shuman Development Group

4:00 pm - 4:15 pm

Break

4:15 pm - 5:15 pm

CONCURRENT OFFERINGS

The Role of Higher Ed in Revitalizing Reading & Driving Talent Pipelines

Ellen Albright, Director, Strategic Partnerships for Pre-College & Summer Programs
Albright College (Moderator)

Kimberly Valuntas, Regional Manager, Reading/Greater Berks County Ben Franklin Technology Partners (Moderator)

Erica Kunkel, Director, Continuing Education & Outreach
Penn State Berks

Dr. Susan Looney, President
Reading Area Community College

Dr. Rodney Ridley, VP of Research, Economic Development & Innovation
Alvernia University

Adelle Schade, MS, M.Ed., Dean, Pre-College & Summer Programs
Albright College

Building on Success: Industrial Development Bus Tour

(Pre-registration required)

Debra Millman, President
Greater Berks Development Fund

Jeremy Zaborowski, Executive Director
Berks County Industrial Development Authority

6:00 pm - 8:00 pm

Networking Reception – Saucony Creek Franklin Station Brewpub
(Please Drink Responsibly.)

Sponsored by the BerksIDA & the County of Berks
(See page 2 for details.)

AGENDA: WEDNESDAY, OCTOBER 18, 2023

Agenda subject to change

- 8:00 am - 9:00 am** Conference Registration & Breakfast
- 9:00 am - 10:15 am** **Cultivating Entrepreneurship for Economic Growth**
*John Dever, Business Consultant
Kutztown University SBDC (Moderator)*
*Nancy Keeler, Principal
Allium Development Group*
*Sully Pinos, Executive Director, BLOOM Business Empowerment Center
York County Economic Alliance*
*Marshall W. Snively, President
Lancaster City Alliance*
*John Stetler, Executive Director
Kutztown University SBDC*
- 10:15 am - 10:30 am** Break
- 10:30 am - 11:45 am** **Homes for All: A Multi-Disciplinary Approach to Engaging the Issues Surrounding Housing Affordability**
*David Zellers, Director of Commerce
Montgomery County Commerce Department (Moderator)*
*Emma Hertz, President & CEO
Healthspark Foundation*
*Kayleigh Silver, Administrator of Housing & Community Development
Montgomery County Department of Health & Human Services*
*Jade Utz, Strategic Partnership Coordinator
Montgomery County Commerce Department*
- 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 referenced on page 6.

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, the conference session entitled "Maximizing Funding Sources for Successful Development Projects" has been approved to provide 1.00 finance 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 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.

Aug 1 - 2	Economic Recovery Corps - Fellowship Information Session	Webinar
Aug 2	How Marketing Your Region Drives Local Growth	Online
Aug 3 - 4	Real Estate Development and Reuse	Online
Aug 7	IEDC's Equitable Economic Development Playbook: Healthy Equitable Communities from the Philanthropy Perspective	Online
Aug 10	Making Global Goals a Local Affair	Online
Aug 15 - 16	Introduction to Entrepreneurship-Led Economic Development	Online
Aug 15 - 18	Economic Development Academy	Online
Aug 17 - 18	Accelerating Growth through Entrepreneurship-Led Economic Development	Online
Aug 24	Running a Successful International Sister Cities Program	Online
Aug 28 - 29	Economic Development Marketing & Attraction	Online
Sep 7	The Importance of Understanding Your Local Demographics	Online



**This Project was financed in part by
a grant from the federal Department
of the Treasury, under the
administration of the Commonwealth
of Pennsylvania, DCED.**

