2022 PEDA Spring Legislative Conference
April 4-6, 2022

PEDA
PENNSYLVANIA ECONOMIC DEVELOPMENT ASSOCIATION

Hilton Harrisburg
@PEDAtweets
#PEDAspring22
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, portfolio management and legal 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 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.

Hotel Accommodations: The conference will be held at the Hilton Harrisburg, located at One North Second Street, Harrisburg, PA 17101. To reserve your overnight room at the discounted rate of $146/night, please visit our customized reservation page or call (717) 233-6000 and reference room block group code "**PEDA22**". The deadline to reserve rooms at the PEDA rate is March 13, 2022. 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: Download the Sponsorship Form for details regarding available sponsorship and table-top display opportunities for this conference.

Dietary / ADA Restrictions: If you have any ADA restrictions, dietary restrictions or allergies you would like PEDA or the conference venue to be aware of, please list them on the registration form or 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 March 23, 2022. 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.

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.

COVID-19 Protocols: PEDA strongly encourages all conference participants to be fully vaccinated prior to attending the 2022 PEDA Spring Legislative 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 venue and to visit the Hilton Harrisburg's website to learn how it is working to ensure your comfort. Thank you for your continued support and we look forward to seeing you at the conference.

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.

2022 PEDA SPRING LEGISLATIVE CONFERENCE

April 4-6, 2022
Hilton Harrisburg | Harrisburg, 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 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 February 21, 2022 to receive the Early Bird rate.*

MEMBER		
Registration Type	**Early Bird**	**Standard**
Full Conference	❒ $425	❒ $475
Tuesday - Only	❒ $325	❒ $375
Wednesday - Only	❒ $225	❒ $275

NON-MEMBER		
Registration Type	**Early Bird**	**Standard**
Full Conference	❒ $565	❒ $625
Tuesday - Only	❒ $410	❒ $465
Wednesday - Only	❒ $310	❒ $365

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 Attendee Contact Information: What contact information do you authorize PEDA to share with conference speakers, attendees, sponsors and exhibitors? (Please select only one option.)

❒ Option 1: Name / Title / Organization / Phone / Mailing Address / Email

❒ Option 2: Name / Title / Organization / Phone / Mailing Address

❒ Option 3: No information may be shared.

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

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

2022 PEDA OFFICERS

President
Stephen McKnight
President & CEO
Altoona Blair County
Development Corporation

1st Vice President
Laura Goodrich Cairns
Acting Director of Commerce
Delaware County Commerce Center

2nd Vice President
Rob Swales
Chief Executive Officer
Clearly Ahead Development

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

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

KEYNOTE PRESENTATIONS

Opening Keynote Presentation: The Future of Pennsylvania Cities & Communities

Moderator: Steve Wray, MS, Senior VP & Principal, Econsult Solutions, Inc. (ESI)

Presenters: Stephen McKnight, President & CEO, Altoona Blair County Development Corporation; Lisa Riggs, President, EDC of Lancaster County; Derek Slaughter, Mayor, City of Williamsport

This panel is being assembled to include a diverse group of panelists from across a variety of places, who will speak to the depth of economic development challenges and opportunities Pennsylvania communities are experiencing during the economic recovery. The session will also address plans for remaining competitive in the future, including the year ahead. Panelists will highlight their experiences in planning for a resilient recovery from different perspectives that may include government, institutions, the private sector and nonprofits. During this interactive session, the ESI Center for the Future of Cities, a new thought leadership initiative out of Econsult Solutions, Inc., will release key findings from a months-long research initiative on the topic and will spotlight innovative economic developers from across Pennsylvania.

Closing Keynote Presentation: Kickstarting Your Economy Through Resilient Growth Strategies

Presenter: Brian Points, President, Points Consulting

Brian will explain how communities with extended trendlines of population and employment loss can compete in community and economic development using new strategies such as remote worker attraction, quality of place enhancements and augmentation of housing supply. In this session, Brian will highlight his recently completed Economic Resiliency Plan project in the Southern Alleghenies Region while also highlighting recent experience in the western and southern United States.

AGENDA: MONDAY, APRIL 4, 2022

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, portfolio management and legal 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.

The 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

1:00 pm - 2:00 pm Young Professionals Committee Meeting

2:00 pm - 3:30 pm Joint Meeting of Advocacy & EDC Committees

AGENDA: MONDAY, APRIL 4, 2022

Agenda subject to change

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 - *Hilton Harrisburg*
(Please Drink Responsibly.)

AGENDA: TUESDAY, APRIL 5, 2022

Agenda subject to change

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

8:30 am - 9:00 am Conference Welcome & Recognition of Sponsors
Stephen McKnight, President
Pennsylvania Economic Development Association

Dennis Davin, Secretary
Pennsylvania DCED

9:00 am - 10:15 am **Opening Keynote Presentation: The Future of Pennsylvania Cities & Communities**
Steve Wray, MS, Senior VP & Principal
Econsult Solutions, Inc. (ESI) (Moderator)

Stephen McKnight, President & CEO
Altoona Blair County Development Corporation

Lisa Riggs, President
EDC of Lancaster County

Derek Slaughter, Mayor
City of Williamsport

10:15 am - 10:30 am Break

10:30 am - 11:45 am **The Creative Sector as a Driver of Economic Development**
Karl Blischke, Executive Director
Pennsylvania Council on the Arts (Moderator)

Sarah Merritt, Director of Pennsylvania Creative Communities
Pennsylvania Council on the Arts

Adam Kenney, Director, Creative Business Accelerator
Bridgeway Capital

AGENDA: TUESDAY, APRIL 5, 2022

Agenda subject to change

12:00 pm - 1:30 pm **Lunch & General Membership Meeting**

1:45 pm - 2:45 pm **CONCURRENT SESSIONS**

Advocacy 101
Alex Rahn, Vice President
Wanner Associates

Exploring the New & Improved SBA 504 Refinance Program*
Sherwood Robbins, Managing Director
Seedcopa

Rebecca MacBlane, Executive Director
Regional Development Funding Corporation

**PEDA is currently seeking PIDA recognition of this conference session, requesting that it be approved to provide 1.00 finance PDU toward the annual PIDA requirement.*

2:45 pm - 3:00 pm Break

3:00 pm - 4:00 pm **CONCURRENT SESSIONS**

Industrial Hemp 101: An Introduction to the Industry
Fred Strathmeyer, Jr., Deputy Secretary, Plant Industry & Consumer Protection
Pennsylvania Department of Agriculture

Phil Stober, Division Chief for Economic Development, Bureau of Market Development
Pennsylvania Department of Agriculture

Dr. Ronald Kander, PhD, Associate Provost for Applied Research
Thomas Jefferson University

Hot Topic Session
In an effort to bring you the timeliest 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!**
Bruce Reddock, Director of Economic Development
The Greater Scranton Chamber of Commerce
(Moderator)

AGENDA: TUESDAY, APRIL 5, 2022

Agenda subject to change

5:30 pm - 7:00 pm Legislative Reception - *Hilton Harrisburg*
(Please Drink Responsibly.)

7:30 pm - 9:30 pm Young Professionals Reception - *Level 2*
(Please Drink Responsibly.)

Sponsored by Team Pennsylvania

Please visit peda.org for details about this reception, which is free, but which requires separate registration.

AGENDA: WEDNESDAY, APRIL 6, 2022

Agenda subject to change

8:00 am - 9:00 am 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 state legislation pertinent to economic development. As the speaker lineup is assembled, efforts will be made to secure key House and Senate legislative committee chairs to discuss current affairs, the upcoming state budget and economic development policies under consideration.

10:15 am - 10:30 am Break

10:30 am - 11:45 am **Closing Keynote Presentation: Kickstarting Your Economy Through Resilient Growth Strategies**
Brian Points, President
Points Consulting

11:45 am Conclude

Professional Development Units

Individual Certification: Eligible members of PEDA 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 eligible representatives of DCED-certified economic development organizations (CEDOs) participating in the PIDA Training may earn **3.00** finance PDUs toward the annual PIDA requirement of 6.00. PEDA is currently seeking PIDA recognition of the conference session entitled "Exploring the New & Improved SBA 504 Refinance Program", requesting that it be approved to provide an additional **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 8 - 9	Entrepreneurial & Small Business Development Strategies Course	Online
Feb 8 - 11	Economic Development Academy	Online
Feb 10 - 11	Business Retention and Expansion	Online
Feb 15	CEcD Exam Essentials Workshop	Online
Feb 17	Strategies for Creative Financing	Online
Feb 23 - 25	Economic Development Credit Analysis	Online
Mar 8 - 9	Introduction to Entrepreneurship-Led Economic Development	Online
Mar 8 - 11	Economic Development Academy	Online
Mar 10 - 11	Accelerating Growth through Entrepreneurship-Led Economic Development	Online

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INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL