

Wednesday, Oct 8

9am – 2pm	WEDA Board Meeting (WEDA Board of Directors only)	Danube
2pm - 5pm	ADO Meeting	Danube
3pm	Registration Opens	Upper Lobby
5:30pm	Opening Session “High Wage/High Skill Strategic Fund Grants create opportunities for work force and economic development partners to design and implement comprehensive strategies for advancing regionally targeted industries and strategic industry clusters. RFPs for the next grant come out right after the WEDA Fall Conference. Don't miss this! Be first in line to learn how to obtain funding for your community to address local work force issues that lead to vibrant economies.” <i>Presenters, Mike Brennan and Carolyn McKinnon/WTECB</i>	Continental
6:30pm	Reception – Oktoberfest Style Dinner on your own	Continental

Thursday, Oct 9

9am - 10:00am	Planning to Implementation – How to Make Projects Happen Yahoo coupled with \$113 million in development coming on the Wenatchee Waterfront...it all started with the High Performance Community strategy that was developed in 2000. The collaborative strategy effort, spearheaded by the City of Wenatchee and the Port. <i>Presenters, Delore Zimmerman, Praxis and Allison Williams, City of Wenatchee</i>	Alpine
10:20am - 11:20am	Speed Dating CTED Regional Northwest Trade Adjustment Assistance Office Office of Regulatory Assistance Department of Revenue Grantstation Labor and Industries Washington Manufacturing Services Eureka Program WEDFA SBIR and Technology Toolsand More	Alpine
10:20am - 11:20am	EB-5 Immigrant Investor Program Presenter: <i>David Andersson, Whatcom Opportunities Regional Center, Inc.</i>	Danube
11:30am – 1:30 pm	Lunch and Keynote	Continental

Development of the Prosperity Partnership initiative, a broad based coalition of over 290 organizations in the central Puget Sound region. You will learn how the coalition was put together, what its work to date has accomplished, and lessons learned in developing broad-based partnerships for economic development. *Presenter, Bill McSherry, Puget Sound Regional Council*

1:30pm –
3:00pm

Business Recruitment & Retention: Tools & Tricks of the Trade

Alpine

Panelists: Bruce Kendall/Tacoma-Pierce City EDC; Jeff Marcell/Enterprise Seattle; Matt Smith/Snohomish EDC; Robin Toth/Greater Spokane EDC

3:15pm –
4:25pm

Economic Gardening

Alpine

Your client is trying their hardest to successfully expand or maybe even just to stay in business, but very little seems to be working. You can see that their struggles support the adage that the same thinking that created the problem cannot be the thinking that fixes the problem. You've got a toolkit of techniques and resources, but you need support too. *Panelists: Aaron Ignac, WWU SBDC, Michael Stoddard, City of Tacoma, Debbie Emge, City of Snohomish*

3:15pm –
4:25

Legislative Update

Danube

David Kleitsch, WEDA Public Policy & Legislative Chair along with the WEDA Legislative Team

4:30 – 5:45

Walking Tour of Leavenworth

6:00pm

Reception at Icicle Ridge Winery

Icicle Ridge Winery/Peshastin

We encourage you to carpool the 3mi. distance. While at the winery you will have an opportunity to sample wine in the barrel room as well as the tasting room. Ron Johnston-Rodriguez from the Port of Chelan will have his Hybrid Plug-in Vehicle at the Winery –Demonstration of Port's PHEV Prius

Dinner on your own

Friday, October 10

9:00am –
10:00am

Workforce Housing

Alpine

In spite of a declining national housing market, there are still gaps in the range that is affordable for key elements of the workforce. The reasons and severity vary from place to place, but here in Washington, workforce housing is still a challenge for many communities, and this can be a real hindrance to economic development. Given the constraints on public funds, the creative use of public/private

partnerships may hold the best hope for longer term solutions. This session will review one such approach and will summarize the ways in which that approach is being explored by at least one Washington community. Presenter: Sandy Burgess, Burgess LLC

9:00am –
10:00am

PDA's - Public Development Authority

Danube

Under RCW 35.21.730, et seq., general purpose local government may establish "public corporations, commissions or authorities." These special purpose quasi-municipal corporations have become known as "PDA's." Many communities have established public corporations for a variety of public purposes.

Panelist: Tami Garrow, Satsop Development Park; Pam Kelly, Lincoln County EDC; et al

10:15 am –
11: 15am

Branding

Alpine

The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.

Therefore it makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem. Presenter: Erika Schmidt, The Frause Group

11:30 am –
1:30 pm

Lunch & Keynote

Continental

An Update from the Economic Development Commission. The commission has been working hard on their legislative charges. This session will provide you with a report on their work and recommendations going into the upcoming legislative session. Presenters: *Egils Milsberg, ED Commission along with several commissioners.*