

# Welcome To

The WEDA/OEDA  
Joint Conference  
Vancouver, WA & Portland, OR



Summer 2015

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**Innovation  
&  
Entrepreneurship**



*The Washington and Oregon Economic Development Associations present a joint*

# 2015 Summer Conference

July 13-15, 2015

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*Innovation & Entrepreneurship*

Hilton Vancouver Washington | 301 West 6<sup>th</sup> Street, | Vancouver, WA

## **MONDAY, July 13 Pre-Conference Meetings**

**All pre-conference meetings are held at the White Stag Building, 70 NW Couch, Portland**

- 10:00 am - 2:00 pm     **OEDA Board Meeting**  
(Board Members)  
*White Stag Building*
- 10:00 am - 2:00 pm     **Washington ADO Best Practices Meeting**  
(Washington Associate Development Organization Members)  
*White Stag Building*
- 2:30 pm - 5:00 pm     **Affiliate Event, sponsored by OEDA**  
Media Training for Economic  
Development Professionals  
Separate registration required <http://oeda.biz/index.php>  
*White Stag Building*
- 3:00 pm - 5:00 pm     **WEDA Board Meeting**  
(Board Members)  
*White Stag Building*
- 5:00 pm - 5:30 pm     **Joint OEDA/WEDA Board Meeting**  
(Board Members)  
*White Stag Building*

# Conference Agenda

## MONDAY, July 13

### **OPENING RECEPTION** Monday, 5:30 - 7:30 pm

White Stag Building, 720 NW Couch, Portland

Join all conference attendees for our opening reception at Portland's iconic White Stag building in Portland's Old Town District. The reception includes a tour of the Sports Product Design Program, as well as wine and hors d'oeuvres, and is sponsored by the University of Oregon.

## TUESDAY, July 14

*All conference sessions are held at the Vancouver Hilton, 301 W. 6th Street, Vancouver, WA. Tours also depart from the Vancouver Hilton.*

### **CONFERENCE REGISTRATION, HILTON**

Tuesday, 8:00 am - 9:00 am

### **BUFFET BREAKFAST, HILTON BALLROOM**

Tuesday, 8:00 am - 9:00 am

### **BUS TOUR: PORTLAND'S INNOVATIVE SPACES**

Tuesday, 9:00 am - 11:30 am

This tour will introduce you to two of the unique spaces in Portland that are helping shape local entrepreneurship. The first stop is ADX, which serves the city's maker community; here, creatives can come together and access state of the art tools and expertise to turn their craft into a business. Next is a tour of Hatch Innovation Lab, which focuses on providing a space where social entrepreneurs can imagine, launch, and scale enterprises that improve communities. *(Tour registration will occur on site when you first check in at the conference registration desk. Due to limited space, we ask that each attendee plan to attend only one of the three conference tours.)*

### **SESSION: ECONOMIC DEVELOPMENT TRIVIA SHOWDOWN**

Tuesday, 9:00 am - 9:30 am

Mix and mingle with other economic development professionals through a fun, fast-paced trivia game to kick off the conference, led by former Portland newscaster Kelly Love. Topics will challenge the reaches of your economic development knowledge, as well as a few other topics thrown in. **There will be prizes!**

Kelly Love, Moderator

*CEO, Vancouver Chamber of Commerce*

Jeff Marcel

*Chair, WEDA*

Sarah Garrison

*Chair, OEDA*

Emily Picha

*Project Manager, ECONorthwest*

## **SESSION: EMERGING TRENDS IN ENTREPRENEURSHIP: BUILDING NETWORKS TO SUPPORT ENTREPRENEURS**

**Tuesday, 9:30 am - 11:30 am**

What are the key emerging trends that are helping to build networks to support entrepreneurs? OEDA and WEDA have brought together representatives with a passion for driving innovation and entrepreneurship. In roundtable work sessions, professionals facilitate small group discussions about how to build the networks that are vital to entrepreneurship.

Ryan Arnold

*Entrepreneurship Program Director at Greater Spokane Incorporated*

Alisa Pyszka

*Vice President of Recruitment, Greater Portland, Inc.*

Shane Johnson

*Fertilab Thinkubator, Eugene*

Linda Weston

*President and Executive Director, Oregon Entrepreneurs Network*

Sandra Towne

*Planning Manager and IPZ Administrator, City of Vancouver*

Chris Harder

*Manager, Portland Development Commission*

## **LUNCH AND KEYNOTE SPEAKER JON ROBERTS, MANAGING DIRECTOR, TIP STRATEGIES**

**Tuesday, 12:00 - 1:30 pm**

## **BUS TOUR: CATALYTIC REDEVELOPMENT ON PORTLAND'S SOUTH WATERFRONT**

**Tuesday, 1:30 pm - 5:30 pm**

This tour features the key players in the redevelopment of Portland's South Waterfront. The tour includes Elizabeth Caruthers Park, Zidell Yards, OHSU Collaborative Life Sciences Building and discusses the emerging partnership between OHSU, OTRADI and PSU's Business Accelerator. *(Tour registration will occur on site when you first check in at the conference registration desk. Due to limited space, we ask that each attendee plan to attend only one of the three conference tours.)*

Troy Doss

*Bureau of Planning and Sustainability, City of Portland*

Dennis Allen and Matt French

*Zidell Yards*

Jennifer Fox

*Oregon Translational Research & Development Institute*

Speaker to be confirmed

*Oregon Biosciences Association*

Geraldine Moyle, AICP, LEED AP

*Senior Project Manager, Portland Development Commission*

Brian Newman/Michael Harrison

*Oregon Health & Science University*

## **SESSION: WORKFORCE TOOLS FOR IT**

**Tuesday, 1:30pm - 3:00 pm**

The rapidly growing tech sector in the six county area of Southwest Washington and Northwest Oregon requires innovative and integrated skills training. This session will introduce you to the creative players making it all happen.

Jeanne Bennett, Moderator

*CEO, SW Washington Workforce Development Council*

Lee Ann Lawrence

*Business Services Manager, SW Washington Workforce Development Council*

Sandra Towne

*Planning Manager and Innovation Partnership Zone Administrator, City of Vancouver*

Andrew McGough

*Executive Director, Work Systems Oregon*

Dene Grigar

*Professor and Director, Digital Technology and Culture Program,  
Washington State University Vancouver*

## **BREAK**

**3:00 PM – 3:30 PM**

## **SESSION: THE BUSINESS OF LEGALIZED MARIJUANA**

**Tuesday, 3:30 pm - 5:30 pm**

The Biz of the Buzz and the buzz of the biz—an economic development perspective on the forecasts, rural impacts, value-added manufacturing potentials, real estate challenges and utility implications of the budding legalized marijuana business. This session will help economic development professionals get over their reefer madness and embrace potential!

Amy Jauron, Co-Moderator

*Corvallis Benton County EDC*

Tom Hogue, Co-Moderator

*Oregon DLCD*

Matt Cohen

*CEO, TRiQ Systems*

Sam Chapman

*Founder, New Economy Consulting*

Keil Drescher

*Key Account Executive, Tacoma Public Utilities*

Bob Whelan

*Senior Economist, ECONorthwest*

Don Stevens

*Mayor of North Bonneville*

Ann'ette Pedigo

*Partner, Cedar Creek Cannabis*

## **EVENT: FOOD TRUCK PARTY AND BEER CRAWL**

**Tuesday, 5:30-8:00 pm**

Walk from the Hilton across the street to Esther Short Park, named one of the Top Ten Urban Spaces in America. Enjoy no-host refreshments at food trucks and no-host beer and wine. Optional guided tours of nearby Loowit Brewing Company will illustrate how creative entrepreneurs are helping to shape Vancouver's downtown. Guided tours start at 6:45 and leave about every 15 minutes. Map provided.

## **WEDNESDAY, July 15**

### **BUFFET BREAKFAST, HILTON BALLROOM**

**Wednesday, 8:00 am - 9:00 am**

### **WALKING TOUR: VANCOUVER WATERFRONT**

**Wednesday, 9:00 am - 11:30 am**

Vancouver's waterfront is loaded with development possibilities. Begin your walking tour on Columbia Way and learn about the newly-completed \$52M public investment in infrastructure on this former brown field site. Then, view the 32 acre private development site and hear about a potential \$1.3B build out led by Gramor Properties. End the tour plans and offer your ideas on public spaces that draw people to a new urban center on the water's edge. Refreshments served with a stop at the amphitheater where you'll learn about the Port of Vancouver's development. *(Tour registration will occur on site when you first check in at the conference registration desk. Due to limited space, we ask that each attendee plan to attend only one of the three conference tours.)*

Barry Cain

*President of Gramor Properties*

Katy Brooks

*Economic Development Director, Port of Vancouver*

Chad Eiken

*Community & Economic Development Director, City of Vancouver*

Teresa Brum

*Economic Development Manager, City of Vancouver*

## **SESSION: INNOVATIVE FINANCING TOOLS**

**Wednesday, 9:00 am - 10:30 am**

Traditional financing has limitations. Oregon and Washington recently passed new financing laws giving us access to alternative funding sources. A group of expert panelists will discuss best practices and participate in an interactive Q&A.

Dave Ulbricht, Moderator

*Managing Director, Charter Municipal Advisory Group*

Alex Mondau

*Business Development Director, Community Sourced Capital*

Simon Love

*Managing Director, Hatch Lab*

Amy Pearl

*Founder and Executive Director, Hatch innovation*

John P. DesRosier, PhD

*Executive Director, Life Sciences Discovery Fund*

Joe Wallin

*Attorney at Carney Law, specializing in startups, emerging companies, angel and venture financing, mergers and acquisitions.*

## **BREAK**

**10:30 AM – 10:45 AM**

## **SESSION: WINNING ECONOMIC DEVELOPMENT PROJECTS: WHAT SEPARATES THEM FROM THE REST?**

**Wednesday, 10:45 am - 11:45 am**

Dramatic shifts in the economy have led economic developers around the region to examine how projects can be best implemented. What were the elements of winning projects that led to success? Professionals from the region share their stories of practical experiences and lessons learned in completing projects and doing deals with fewer resources and an entrepreneurial spirit.

Mike Bomar

*Columbia River Economic Development Council*

Denise McCarty

*Columbia River Economic Development Council*

Max Ault

*Columbia River Economic Development Council*

Rebecca Kennedy

*Economic Development Planner, City of Vancouver*

## LUNCH AND OEDA/WEDA PITCH FEST

**Wednesday, 12:00 - 1:30 pm**

Don't miss this final conference event, a fast-paced introduction into the world of angel investing and venture capital. Hear pitches from three NW shining start-ups and the constructive /brutally honest feedback of leading commercialization experts.

Julie Harrelson

*CEO, the Harrelson Group and Fund Manager, 7 Peaks Ventures*

Amy Jauron

*Economic Development Officer, Corvallis Benton County Economic Development Office*

Jim Coonan

*Executive Director, RAIN*

Joe Munk

*Manager, Portland State University Business Accelerator and member, Angel Oregon*

Matt Miner

*Co-Owner, Bosky Optics*

Aja Bogdanoff

*Founder, Civil Co.*

Jarrett LeClaire

*Founder, MaligNext Targeting Technologies*



## Conference Committee

A special thanks is extended to the members of the conference committee for their hard work and dedication.

### Conference Co-Chairs

Teresa Brum, City of Vancouver & WEDA Board Secretary  
Sarah Case, Lane County & OEDA Board Secretary  
Conference Organizers  
Pat Albaugh, Skamania County Economic Development Council  
Jeanne Bennett, SW Washington Workforce Development  
Jordan Boldt, Vancouver Farmer's Market  
Mike Bomar, CREDC and WEDA Board Member  
Katy Brooks, Port of Portland  
Lydia Bryan, Hilton Hotel  
Kelsey Chappelle, Visit Vancouver  
Sarah DeVita-McBride, Urban Land Institute Northwest  
Erika Fitzgerald, City of Gresham  
Ashley Graff, City of Gresham  
Tom Hogue, Oregon DLCD/OEDA Board Member  
Amy Jauron, Corvallis Benton County EDC  
Rebecca Kennedy, City of Vancouver  
Nicole McDermott, BergerABAM  
Derrick Olsen, Greater Portland, Inc.  
Tina Picchioni, City of Vancouver  
Lee Rafferty, Vancouver Downtown Association  
Nate Stice, University of Oregon  
Sandra Towne, City of Vancouver

### Staff

Noah Reandeau, Executive Director, WEDA  
Tami Lundy, OEDA

## Young Professionals Group: a fresh perspective for the future

A regional group of young professionals were formed to advise the conference, strengthen their relationship and participation by providing opportunities for professional education and mentorship. The young professionals organized the tours and events and advised on program content to keep it relevant and current. A special thanks is extended to BergerABAM for providing a Young Professionals registration sponsorship for the conference.

YPG Leader: Rebecca Kennedy, City of Vancouver  
Julian Allen, Economic Development Council of Seattle & King County  
Ryan Arnold, Greater Spokane Incorporated  
Jordan Boldt, Vancouver Farmer's Market  
Derek Dauphin, Portland Bureau of Planning & Sustainability  
Sarah DeVita-McBride, Urban Land Institute Northwest  
Erika Fitzgerald, City of Gresham  
Ashley Graff, City of Gresham  
Aaron Lande, Star Communities  
Claire Lust, Student, Portland State University  
Nicole McDermott, BergerABAM  
Danell Norby, City of Vancouver  
Emily Picha, ECO Northwest  
Nate Stice, University of Oregon  
Emily Triggs, Community Sourced Capital  
Alison Wicks, Portland Development Commission

# Thank you to our sponsors:

