



**“Recovering Jobs & Rebuilding Communities”**  
**2021 WINTER CONFERENCE AGENDA** *DRAFT as of 3/16/2021*  
*A virtual event, brought to you LIVE from Olympia, WA*

*If you need help during the conference, please use these online troubleshooting tools:*

- **In Swapcard:** Go to “Help Desk” from top menu bar or button on home page
- **Call the WEDA Conference Helpline:** 541-590-2069
- **Email** [info@wedaonline.org](mailto:info@wedaonline.org)
- **Text** Suzanne 206-769-4217

**Tuesday, March 16, 2021**

- 10:00 am – 12:00 pm    **WEDA Board Meeting – WEDA Board Members only**
- 12:00 – 12:30 pm    *Participants asked to log in early*
- 12:30 – 1:00 pm    **Opening Remarks from WEDA Leadership & Sponsors**
- 1:00 – 1:45 pm    **Keynote Speaker: *Big Ideas for Small Business* - Bruce Katz, Co-Founder, New Localism Advisors**
- 1:45 – 2:30 pm    **Panel & Discussion: *Collective Impact for Inclusive Small Business Outreach*, featuring Mary Jean Ryan, Victoria Orozco & Carlecia Wright**
- 2:30 – 3:00 pm    **Networking Break – Virtual Coffee Chats**
- Targeted topics (*choose one*):
- *Making Tangible Progress on Inclusive Economic Development*
  - *Rebuilding Main Street: Impactful Strategies for Small Business*
  - *Emerging Professionals Chat: Balancing “other duties as assigned”!*
- 3:00 – 4:15 pm    **WEDA 2021 Economic Development Awards Ceremony**
- Featuring: Washington Commerce Department Director Lisa Brown**
- 4:30 – 6:00 pm    **WEDA Virtual Legislative Reception**
- Featuring: US Representative Derek Kilmer (WA-6<sup>th</sup> District)**

## **Wednesday, March 17, 2021**

- 8:15 – 8:45 am      **Networking Break – Virtual Coffee Chats**
- Targeted topics (*choose one*):
- *Building Infrastructure: A Catalyst for Communities*
  - *What’s Next: Rebuilding our Workforce from Cradle to College & Career*
- 9:00 – 9:45 am      **Keynote Speaker: Leveraging Tools to Rebuild Communities - Toby Rittner, President & CEO, Community Development Finance Agencies**
- 10:00 – 11:00 am      **Washington State Commerce Industry Sector Leads Panel**
- Steven Maheshwary, Information & Communication Technology Sector Lead
  - Amandine Noel-Crabtree, Aerospace International Trade Specialist
  - Laura Raymond, Regional Markets Program Manager, Washington State Department of Agriculture
  - Julia Terlinchamp, Life Science/Global Health Sector Lead
  - Brian Young, Clean Technology Sector Lead
- 11:15 – 11:45 am      **Breakout Strategic Discussions with Commerce Sector Leads/Key Commerce Staff, and Discussion on “Reigniting and Supporting Entrepreneurship Through Recovery”**
- Agriculture/Maritime/Aerospace
  - Information & Communications Technology/Life Sciences/Clean Technology
  - Discussion on “Reigniting and Supporting Entrepreneurship Through Recovery” featuring Swapcard US General Manager Matthew Donegan-Ryan
- 12:00 – 1:00 pm      **Legislative Discussion with WEDA Partners**
- Candice Bock, Director of Government Relations, Association of Washington Cities
  - Kris Johnson, President, Association of Washington Business
  - Mellani McAleenan, Director of Government Relations & General Counsel, Washington State Association of Counties
  - Tiffany Scott, CEO, Benton-Franklin Workforce Development Council, on behalf of Washington Workforce Association
  - James Thompson, Executive Director, Washington Public Ports Association
- 1:15 – 2:00 pm      **Legislative Update from Economic Development Committee Leaders**  
Economic Development Committee Chairs & Ranking Members
- Senate Business, Financial Services & Trade Committee Chair Mark Mullet
  - Senate Business, Financial Services & Trade Committee Ranking Member Perry Dozier
  - House Community & Economic Development Committee Chair Cindy Ryu
  - House Community & Economic Development Committee Ranking Member Matt Boehnke
- 2:00 – 2:15 pm      **Closing Remarks & Action Items**

# *Special Thanks* *to Our Conference Planning Committee*

Betty Capestany, Pierce County (Committee Chair)  
Teresa Brum, City of Vancouver  
Mike Bomar, Port of Vancouver USA  
Ellie Chambers-Grady, Former WEDA Board Chair  
Kathy Cocus, Kitsap Economic Development Association  
Suzanne Dale Estey, WEDA Staff  
Jim Hagar, Port of Vancouver USA  
Holly House, Thurston Economic Development Council  
Theresa Mangrum, Kitsap Economic Development Association  
Carey Sheffield, WEDA Staff  
Gina Stark, Port of Bellingham

## *THANK YOU to our Sponsors*



## 2021 WEDA SUMMER CONFERENCE

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WEDA is partnering with IEDC, Greater Spokane, Inc. and others on the **2021 IEDC Economic Future Forum** which will be held virtually **June 7-8, 2021**. WEDA will host an aligned, but separate two-day Summer Conference.

Watch [www.wedaonline.org](http://www.wedaonline.org) for details on registration, agenda and more.

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