



**“Reconnecting on the Road to Recovery”  
2021 SUMMER CONFERENCE AGENDA  
Spokane, WA – Historic Davenport Hotel & Virtual**

**Tuesday, August 3**

2:30-4:30 pm

**Innovation Tours – *pre-registration required through Swapcard*** (choose 1)

- **Preview of The Podium** – *a new world-class sports facility*  
511 West Dean Avenue Spokane 99201 – *Meet in Historic Davenport Lobby for a walking tour to and from The Podium. This is an active construction site, so long pants and closed toe shoes are required.*
- **Catalyst Building in the South Landing Eco District** – *a transformative model for sustainable development*  
601 E Riverside Ave, Spokane WA 99202 – *Meet in Historic Davenport Lobby at 2:00 pm to walk about 1 mile, or meet at 2:15 pm for carpools, or meet at the Ignite Building (120 N. Pine St.) at 2:30 pm and park there for brief walking tour of the University District to and from the Catalyst Building.*

7:00-9:00 pm

**Social Welcome Gathering (non-hosted)**  
Hall of Doges, Historic Davenport Hotel

**Wednesday, August 4**

**Note:** WEDA Registration and all WEDA conference meeting rooms are on the 2<sup>nd</sup> Floor/Mezzanine level, except the Isabella Ballroom which is on the 1<sup>st</sup>/Ground Floor.

9:30-11:30 am

WEDA Q3 Board Meeting  
*Board Members & WEDA Staff only*

**Elizabethan B**

10:00-11:00 am

**Pre-Conference Professional Development Workshop: Elizabethan A**  
***Economic Development Storytelling – Sharing Your ROI and Good News***

Sponsor: LiveStories

Moderator: Mandy Wallner, Economic Dev. Marketing Specialist, City of Richland

- Robb Zerr, Senior Managing Director, Office of Economic Development & Competitiveness, Washington State Department of Commerce

**Pre-Conference Professional Development Workshop: Isabella Ballroom**  
***Pivoting to Hybrid Events and Meetings & Collaborating in the “New Normal” – OPEN TO VIRTUAL ATTENDEES***

Sponsor: Swapcard – Bob Chain

Moderator: Karl Dye, President & CEO, TRIDEC & WEDA Board Member

- Bob Chain, Strategic Account Manager, Swapcard & Founder & Host, “Inside Events” Podcast

11:30 am	Registration, Buffet Lunch & Networking	<b>Mezzanine Lobby/ Marie Antoinette Ballroom</b>
12:00-12:25 pm	<b>Opening General Session</b>	<b>Marie Antoinette Ballroom</b>
	Led by: Mike Bomar, Director of Economic Development, Port of Vancouver USA & WEDA Board Chair	
	Land Acknowledgment: Warren Seyler, Former Chair & Historian, Spokane Tribe	
	Welcome Remarks from Mayor of Spokane, Nadine Woodward	
	Opening Remarks from WEDA Leadership & Sponsors	
12:25-1:00 pm	<b><i>Leading the Road to Recovery</i></b> Sponsor: Port of Vancouver USA	
	<b>Keynote Speaker: Washington State Department of Commerce Director Lisa Brown</b>	
	<b>Remarks from US Small Business Administration Seattle District Office Director Kerrie Hurd</b> Sponsor: Washington SBDC	
1:00-2:00 pm	<b>Fireside Chat: <i>Higher Education's Role &amp; Opportunities on the Road to Recovery</i></b> Sponsor: Economic Alliance Snohomish County Moderator: Alisha Benson, CEO, Greater Spokane, Inc. and WEDA Board Treasurer	
	Featured Speakers:	
	<ul style="list-style-type: none"> <li>• <b>Washington State University Vice President/Chancellor Daryll DeWald</b></li> <li>• <b>Spokane Falls Community College President Kimberlee Messina</b></li> <li>• <b>Gonzaga University Chief of Staff Charlita Shelton, Ph.D.</b></li> </ul>	
2:00-2:15 pm	Networking Break	
2:15-3:15 pm	<b>Breakouts 1: <i>Strengthening Our Resilience through Recovery</i></b> (choose 1):	
	<b><i>Building a More Resilient, Clean Energy Economy</i></b>	<b>Marie Antoinette Ballroom</b>
	Sponsor: King County	
	Moderator: Stephen McFadden, Director of Economic Development & Marketing, Port of Pasco	
	Panelists:	
	<ul style="list-style-type: none"> <li>• Ben Fairbanks, Senior Director, Wind Development and Strategy Lead, Clearway Energy Group</li> <li>• Jason Herbert, Senior Director for External Strategy, New Nuclear Development, Energy Northwest</li> <li>• Nicole Hughes, Executive Director, Renewable Northwest</li> <li>• Curt Kirkeby, Technology Fellow, Avista</li> <li>• Brian Young, Director of Economic Development, Clean Technology Sector, Washington State Department of Commerce</li> </ul>	

***Inclusive Economic Development:***

**Elizabethan A**

***What's Next for an Equitable Recovery?***

Sponsor: Washington State Microenterprise Association

Host: Gina Stark, Economic Development Project Manager, Port of Bellingham & WEDA Board Member

Facilitator:

- Grant Twyman, Equity and Inclusion Program Manager, Clover Park School District

***Transforming the Workforce for the Future & Meeting*** **Isabella Ballroom**

***Employers' Urgent Needs***

Sponsor: Clallam EDC

Moderator: Tiffany Scott, CEO, Benton-Franklin Workforce Development Council & WEDA Board Member

Panelists:

- Marie Bruin, Workforce Education Director, Washington State Board for Community & Technical Colleges
- Luc Jasmin, Co-Owner, Parkview Early Learning Center and Past President, Washington Child Care Centers Association
- Mark Mattke, CEO, Spokane Workforce Council
- Meg Miller, Executive Director of Resort Operations, Northern Quest Resort & Casino
- Eleni Papadakis, Executive Director, Washington Workforce Training & Education Coordinating Board

3:15-3:30 pm

Networking & Snack Break

**Flowerfield Room**

3:30-4:30 pm

**Breakouts 2: *Innovative Tools, Projects & Leadership for Recovery*** (choose 1):

***Leveraging Tax Increment Financing (TIF) to Recover & Grow Jobs***

**Elizabethan A**

Sponsor: Columbia River EDC

Moderator: Dru Garson, Director of Strategic Initiatives, Association of Washington Business (AWB) & WEDA Board Member

Panelists:

- Briahna Murray, Vice President, Gordon Thomas Honeywell
- Bob Stowe, Principal, Stowe Development & Strategies

***Innovation in Economic Development Presentations*** **Isabella Ballroom**

Sponsor: Yakima County Development Association

Moderator: Michael Cade, Executive Director, Thurston EDC & WEDA Board Member

Panelists:

- Fast Foil Ferry - John Sternlicht, CEO, Economic Development Alliance of Skagit County
- Founder's Choice Cabinetry - Deloit Wolfe, President & Center Director, Impact Washington
- Pierce County Restaurant Rally - Gary Wescott, Deputy Director, Pierce County Economic Development
- South Landing Project - Latisha Hill, VP Community & Economic Vitality, Avista Corp.

**Tech-Led Economic Development**

**Marie Antoinette Ballroom**

Sponsor: Economic Development Board Tacoma-Pierce Co.

Moderator: Gary Ballew, Vice President of Economic Development, Greater Spokane, Inc. & WEDA Board Chair-Elect

Panelists:

- Kate Hoy, SBIR/STTR Specialist, Washington Procurement Technical Assistance Center
- Jennifer Lee, Commercialization Manager, Pacific Northwest National Laboratory
- Dr. Glenn Prestwich, Co-Founder and President, sp<sup>3</sup>nw
- Ulysis Rivera, Manager, UW CoMotion Labs – Life Science

*Meet in the Historic Davenport Hotel Lobby at 5:10 pm to walk to the Pavilion with WEDA leaders.*

5:30-7:00 pm

**Reconnecting on the Road to Recovery - Networking Reception**

Pavilion Lobby, Riverfront Park

574 West N Howard St., Spokane, WA 99201

*Join us for a reception at the “grand jewel” of Downtown Spokane, the newly renovated 100-acre Riverfront Park on the Spokane River. Originally built as the US Federal Pavilion for Expo '74, the Pavilion was a gift to Spokane from the United States government.*

Sponsors: City of Spokane & Greater Spokane, Inc.

**Featured Speaker: Washington Lieutenant Governor Denny Heck**

7:30-9:30 pm

**Continuing to Reconnect - Emerging Leaders Gathering – pre-registration requested through Swapcard**

Birdie Lounge, Flatstick Pub 608 West Main Ave

Co-Hosts: Jacqueline Moffo, Vice President of Business Development, Economic Development Board Tacoma-Pierce County and Wesley Nguyen, Economic Development Coordinator, City of Lacey

**Thursday, August 5**

8:15-9:00 am

Breakfast - Networking Activities (Affinity Groupings)

**Marie Antoinette Ballroom**

9:00-9:45 am

**Morning General Session: “Aftershocks & Opportunities” on the Road to Recovery**

**Marie Antoinette Ballroom**

Sponsor: Snohomish County

**Keynote: Rohit Talwar, CEO, Fast Future**

9:45-10:00 am

Networking Break

10:00-11:00 am

**Breakouts 3: Critical Levers for Recovery** (choose 1):

***Leveraging Infrastructure to Catalyze Recovery***

**Marie Antoinette Ballroom**

Sponsor: Thurston County EDC

Moderator: John Sternlicht, CEO, Economic Development Alliance of Skagit County & WEDA Board Member

Panelists:

- Russ Elliott, Director, Washington State Broadband Office
- Marshall Elizer, Jr., Assistant Secretary for Transportation, Multimodal Development and Delivery (M2D2), WA State Department of Transportation
- Jennifer Ziegler, WEDA State Lobbyist and Owner, Jennifer Ziegler Public Affairs

***Rebuilding Critical Supply Chains Post-COVID***

**Isabella Ballroom**

Sponsor: Pierce County

Moderator: Roni Holder-Diefenbach, Executive Director, Economic Alliance (Okanogan County) & WEDA Board Member

Panelists:

- Michael Engstrom, General Director International Intermodal, BNSF Railway
- Sam Kaplan, Director, Center of Excellence for Global Trade & Supply Chain Management, a partnership with Highline College
- Jan Schmidlkofer, CEO, K&N Electric
- Alex Strogon, Chief Commercial Officer, Port of Vancouver USA
- John Wolfe, CEO, The Northwest Seaport Alliance

***Workforce Housing: An Economic Imperative***

**Elizabethan A**

Sponsor: Kitsap Economic Development Alliance

Moderator: Jon Smith, Executive Director, Yakima County Development Association & WEDA Board Immediate Past Chair

Panelists:

- Don Goldberg, Director of Economic Development, Port of Bellingham
- Tom Hormel, President, Washington REALTORS
- Matthew Pleasants, Deputy Planning Manager, Confederated Tribes of the Colville Reservation
- Ben Stuckart, Executive Director, Spokane Low-Income Housing Consortium

11:00-11:15 am

Networking Break

11:15 am-12:15 pm

**General Session Panel: *Forecasting the Road to Recovery***

**Marie Antoinette Ballroom**

Sponsor: Impact Washington

Moderator: Betty Capestany, Economic Development Director, Pierce County

Panelists:

- Chris Mefford, CEO, Community Attributes, Inc.
- Skylar Olsen, Senior Director & Principal Economist, Tomo Networks
- Ajsa Suljic, Regional Economist, Washington State Employment Security Department

12:15-1:15 pm

Buffet Lunch

**Marie Antoinette Ballroom**

12:30-1:00 pm

**Closing General Session: *Accelerating Innovation on the Road to Recovery***

**Marie Antoinette Ballroom**

Sponsor: Washington State Department of Commerce

Led by: Mike Bomar, Director of Economic Development, Port of Vancouver USA & WEDA Board Chair

**Keynote: Christian Rangen, Global Strategy & Innovation Expert**

1:00-1:30 pm

WEDA Annual Meeting, Board & Officer Elections, Action Items & Next Steps

**Marie Antoinette Ballroom**

***Thank you to our Sponsors!***



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

Betty Capestany, Pierce County (Committee Chair)  
Gary Ballew, Greater Spokane, Inc.  
Teresa Brum, City of Vancouver  
Mike Bomar, Port of Vancouver USA  
Ellie Chambers, Former WEDA Board Chair  
Suzanne Dale Estey, WEDA Staff  
Jim Hagar, Port of Vancouver USA  
Holly House, Thurston Economic Development Council  
Stephen McFadden, Port of Pasco  
Jessica Kirk, Greater Spokane, Inc.  
Susan Nielsen, Washington State Department of Commerce  
Carey Sheffield, WEDA Staff  
Gina Stark, Port of Bellingham

### ***SAVE-THE-DATE*** **2022 WEDA WINTER CONFERENCE**

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Please save March 2-3, 2022 for our annual Winter Conference in Olympia,  
with the Legislative Reception at the Governor's Mansion on March 2.  
Watch [www.wedaonline.org](http://www.wedaonline.org) for details.

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