



WEDA 2022 Summer Conference Agenda – *preliminary as of 7/14/2022 7:11 PM* August 9-11, 2022 – Bellingham, WA

Tuesday, August 9

2:30-6:00 pm

Tours – pre-registration required through Swapcard once open. Note: Each tour has unique timing – please be sure to note the timing for your tour.

- **Harbor Cruise of Bellingham Bay with San Juan Cruises**
*Check in time 2:30 pm; Tour 3:00 – 5:00 pm - Rosario Boat
Bellingham Cruise Terminal, 355 Harris Ave, Bellingham, WA 98225
Join us for a special and private two-hour cruise! The Port of Bellingham and City of Bellingham are redeveloping 237 acres on Bellingham's central waterfront that was formerly a pulp and tissue mill. A [Master Plan](#) has been approved to create a vibrant, mixed-use neighborhood with new parks and trails and thousands of new jobs. This large land area will be redeveloped in phases over the next 40-50 years of investment and development.*
- **Special Behind-the-Scenes Tour: All American Marine**
*Check in time 4:45 pm; Tour 5:00 – 6:00 pm
1010 Hilton Avenue, Bellingham, WA 98225
All American Marine is an internationally recognized and award-winning boat builder at the forefront of aluminum vessel design and manufacturing. All American is a leading manufacturer of vessels with hybrid-electric propulsion systems and is currently completing construction on North America's first hydrogen fuel cell-powered vessel, Sea Change.*

7:30-9:00 pm

Social Welcome Gathering (non-hosted) – Terrace
Four Points by Sheraton Bellingham Hotel & Conference Center
714 Lakeway Drive, Bellingham, WA 98229

Wednesday, August 10

9:30-11:30 am

WEDA Q3 Board Meeting – *Board Members & WEDA Staff only*
San Juan Room

10:00-11:00 am

Pre-Conference Professional Development Workshop: *Fostering Strategic Workforce Development-Economic Development Partnerships*

Workshop Leaders:

- Amy Martinez, Chief Executive Officer, South Central Workforce Council
- Jon Smith, Executive Director, Yakima County Development Association

Pre-Conference Professional Development Workshop: *Hiring Talent/ Managing People – Human Resources Issues for Economic Development Organizations and Small Business*

Workshop Leader:

- Kristina Hines, Certified Business Advisor, Washington Small Business Development Center

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| 11:30 am | Registration, Buffet Lunch & Networking |
| 11:50 am-12:25 pm | Opening General Session – Sefair Ballroom Land Acknowledgment: Terrance Adams, Vice-Chairman, Lummi Nation Local Government Welcome: Whatcom County Executive Satpal Sidhu Opening Remarks from WEDA Leadership & Sponsors |
| 12:25-1:10 pm | <i>Defining & Building Resilience for Washington State</i> Keynote Speaker: Bill Mulligan, COO, Sila Nanotechnologies |
| 1:10-2:00 pm | Fireside Chat: <i>Building Climate Resilience & A Clean Economy</i> <ul style="list-style-type: none">• Joshua Berger, Founder & President/CEO, Washington Maritime Blue• Sean Lawrence, Director, Office of Economic Policy, Lummi Indian Business Council• <i>Additional speakers to be announced</i> |
| 2:00-2:15 pm | Networking Break |
| 2:15-3:15 pm | Breakouts 1: <i>Building More Sustainable Communities</i> (choose 1): - San Juan Rooms <i>Growing Sustainable Food Systems</i> Panelists: <ul style="list-style-type: none">• Ashton Allison, Economic Development & Recovery Director, King County• Stacey Crnich, Executive Director, Bonney Lake Food Bank• Derek Long, Executive Director, Sustainable Connections• <i>Additional speakers to be announced</i> <i>Building Sustainable Infrastructure</i> Panelists: <ul style="list-style-type: none">• State House Transportation Committee Chair Jake Fey (D-27-Pierce County)• Gina Stark, Economic Development Manager, Port of Bellingham• Mark Vasconi, Director, Washington State Broadband Office• <i>Additional speakers to be announced</i> |

Building on Our Progress Toward Small Business Resilience -- Addressing Access to Capital, Technical Assistance & Equity Gaps

Panelists:

- Melissa LaFayette, Field Director, National Development Council
- Paula Sardinas, Founder and Principal Advocate, Washington Build Back Black Alliance
- Linda Womack, Managing Director, Small Business & Community Support, Washington State Department of Commerce
- *Additional speakers to be announced*

3:15-3:30 pm

Networking & Snack Break

3:30-4:30 pm

Breakouts 2: Resilience Strategies for Preparedness & Our Workforce (choose 1):

Fostering Economic Development Engagement in Emergency Management for Disaster Response, Recovery & Resilience

Panelists:

- Tamsin Bell, Vice President, Economic Development Board for Tacoma-Pierce County
- Robert Ezelle, Director, Emergency Management Division, Washington Military Department
- John Gargett, Deputy Director, Whatcom County Sheriff
- State Representative Alicia Rule (D-42-Whatcom County)
- CJ Seitz, Certified Business Advisor; Director, Western Washington University Small Business Development Center

Building Resilience in Our Workforce & Meeting Employers' Needs

Panelists:

- Katie Condit, Chief Executive Officer, Workforce Central
- Emmanuel Imah, Regional Partnership Development Leader, Bezos Academy
- Dr. Lin Zhou, President, Bates Technical College
- *Additional speakers to be announced*

Innovative Solutions for Workforce & Attainable Housing

Panelists:

- Rob Janicki, Founder and Managing Member, RJ Group
- Lisa Vatske, Director of Multifamily Housing and Community Facilities, Washington State Housing Finance Commission
- *Additional speakers to be announced*

5:30-7:00 pm

Celebrating Our Own Resilience - Networking Reception & Bike Show!

Kulshan Trackside

298 W Laurel Street, Bellingham Waterfront

Join us for a special reception at Trackside Brewery & Beer Garden, a pilot brewery and seasonal, pop-up beer garden located on the former Georgia Pacific paper mill site in Downtown Bellingham's redeveloping waterfront district. In 2005, the Port of

Bellingham started what is one of the largest contaminated property redevelopments in the nation at this site, and it has capitalized on its world-renowned reputation for mountain biking. Trakside has a 25,000 sq. ft. beer garden, yard games and a huge lawn at a “container village” built from repurposed shipping containers to increase public access as waterfront redevelopment gradually occurs over time. In 2021, the Port of Bellingham in partnership with the Whatcom Mountain Bike Coalition, added a skills area and jump zone to its increasingly popular waterfront bike park.

Dress code: casual -- WEDA conference registrants must wear their nametag for a drink ticket and food truck food ticket good for a dish at one of the onsite food trucks. Come to the WEDA check in table for your tickets. There will be a brief speaking program at 6:15 pm at the Peter Paulson community stage next to the Digester Tanks, and a “pump track” bike show following. You can even rent a bike and jump on the track! Check out [this cool video](#) about the project. Thank you to our hosts at the Port of Bellingham for arranging this unique special event!

Featured Speaker - Port of Bellingham

Bike Show

7:30-9:30 pm

Building Our Pipeline - Emerging Leaders Gathering – pre-registration requested through Swapcard once open – B Town, Four Points

9:00 pm

After Hours No-Host Get Together – B Town, Four Points

Thursday, August 11

8:15-9:00 am

Breakfast - Networking Activities (Affinity Groupings)

9:00-9:45 am

Morning General Session: Sustaining Our Progress Toward Resilience & Impact

Local Government Welcome: City of Bellingham Mayor Seth Fleetwood

Featured Speaker: Washington State Department of Commerce Director Lisa Brown

Keynote Speaker: Drew Zogby, President, Enersys Alpha

9:45-10:00 am

Networking Break

10:00-11:00 am

Breakouts 3: *Innovation & Forward-Thinking Toward Resilience* (choose 1):

Forward Thinking from Our Emerging Leaders

Featuring: Presentations from WEDA’s Emerging Leaders Group

Moderators: Tamsin Bell, Vice President, Economic Development Board for Tacoma-Pierce County & Wesley Nguyen, Economic Development Coordinator, City of Lacey

Cutting-Edge Clean Economy Strategies

Panelists:

- Johanna Brickman, Deputy Director & Director of Impact Strategy, Vertuelab
- Nancy Hirsh, Executive Director, NW Energy Coalition
- Joe Morrison, Executive Director, Kitsap Economic Development Alliance & Washington Autonomous Vehicle Cluster (WAV-C)
- *Additional speakers to be announced*

Resilience in Our Creative Industries: Building Sustainability in Arts & Culture

Panelists:

- Shannon Halberstadt, Creative Economy Sector Lead, Washington State Department of Commerce
- Karen Hanan, Executive Director, ArtsWA, the Washington State Arts Commission
- *Additional speakers to be announced*

11:00-11:15 am

Networking Break

11:15 am-12:00 pm

General Session Panel: Building Economic Resilience – Facing Current Realities & Forecasting Our Future

Panelists:

- Hart Hodges, PhD, Director, Western Washington University Center for Economic and Business Research
- Anneliese Vance-Sherman, PhD, Regional Economist, Washington State Employment Security Department

12:00-1:00 pm

Lunch

12:15-1:15 pm

Closing General Session: Taking Action Toward a More Resilient Economy

Closing Reflections: Rosemary LaClair, Chairwoman, Nooksack Tribe

Keynote Speaker: Washington State Lieutenant Governor Denny Heck

1:15-1:45 pm

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