



WEDA 2022 Summer Conference Agenda

“RESILIENCE: *Building a More Sustainable Economy for All*”

August 9-11, 2022 – Bellingham, WA

Tuesday, August 9

2:30-6:00 pm

Economic Highlights Tours – *pre-registration required through Swapcard. 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; no-host food & beverages available for purchase
Rosario Boat, Bellingham Cruise Terminal, 355 Harris Ave, Bellingham

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 – *parking available adjacent to building.*
Important Note: Closed toe shoes and no heels, please. *There will be a confidentiality agreement that will need to be signed by each participant – **photos and video are not permitted once inside.***

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, as well as a line of high-speed passenger vessels.

7:30-9:00 pm

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

Wednesday, August 10

Note: WEDA Registration/Info. Table and most WEDA meeting rooms are on the 2nd Floor; Mt. Baker is on the 1st Floor. Buffet for meals and sponsor exhibitors are in the Terrace Room on the 2nd Floor, with seating in Sefair Ballroom.

- 9:30-11:30 am WEDA Q3 Board Meeting – *Board Members & WEDA Staff only* – Board Room (1st floor)
- 10:00-11:00 am **Pre-Conference Professional Development Workshop: *Fostering Strategic Workforce Development-Economic Development Partnerships*** – Mt. Baker Room
Sponsor: Washington State Opportunity Scholarship
Host: Jim Hagar, Economic Development Project Manager, Port of Vancouver USA
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*** – San Juan Rooms
Sponsor: Clallam Economic Development Council
Host: Stephen McFadden, Director of Economic Dev. & Marketing, Port of Pasco
Workshop Leader:
- Kristina Hines, Certified Business Advisor, Washington Small Business Development Center
- 11:30 am Registration, Buffet Lunch & Networking
- 11:50 am-2:00 pm **Opening General Session** – Sefair Ballroom
Sponsor: Washington State Department of Commerce
Led by: Gary Ballew, Vice President of Economic Development, Greater Spokane Inc. & WEDA Board Chair
- Land Acknowledgment: Terrance Adams, Vice-Chairman, Lummi Nation
- Local Government Welcome: Whatcom County Executive Satpal Sidhu
- Opening Remarks from WEDA Leadership & Sponsors
- 12:30-1:00 pm ***Defining & Building Resilience for Washington State***
- Keynote Speaker: Bill Mulligan, COO, Sila Nanotechnologies**
Sponsor: Port of Vancouver USA
- 1:00-2:00 pm **Fireside Chat: *Building Climate Resilience & A Clean Economy***
Sponsor: Pierce County
Moderator: Alisha Benson, Chief Executive Officer, Greater Spokane Incorporated & Incoming WEDA Board Chair

Fireside Chat: *Building Climate Resilience & A Clean Economy*

Panelists:

- Joshua Berger, Founder & President/CEO, Washington Maritime Blue
- Mel Clark, President & CEO, CleanTech Alliance
- Sean Lawrence, Dir., Office of Economic Policy, Lummi Indian Business Council
- Councilmember Kristina Michele Martens, Chair, Climate Action Committee, Bellingham City Council

2:00-2:15 pm

Networking Break

2:15-3:15 pm

Breakouts 1: *Building More Sustainable Communities* (choose 1):

Growing Sustainable Food Systems – Mt. Baker Room (1st Floor)

Sponsor: Yakima County Development Association

Moderator: Clint Hendricks, Vice President for Business Development, Columbia River Economic Development Council

Panelists:

- Ashton Allison, Economic Development & Recovery Director, King County
- Stacey Crnich, Executive Director, Bonney Lake Food Bank
- Derek Long, Executive Director, Sustainable Connections
- Maria Rodriguez, Executive Director/CEO, Rural Community Development Resources

Building Sustainable Infrastructure – Sefair Ballroom

Sponsor: Economic Development Board for Tacoma-Pierce County

Moderator: Mike Bomar, Director of Economic Development, Port of Vancouver USA

Panelists:

- 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
- Jennifer Ziegler, WEDA State Lobbyist, Ziegler Public Affairs

Building on Our Progress Toward Small Business Resilience – Addressing Access to Capital, Technical Assistance & Equity Gaps – San Juan Rooms

Sponsor: Washington State Microenterprise Association

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

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

3:15-3:30 pm

Networking & Snack Break

Sponsor: Pacific Power

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 – Mt. Baker Room (1st Floor)

Sponsor: Washington Small Business Development Center

Moderator: Dru Garson, Director of Strategic Engagement, Association of Washington Business & WEDA Board Member

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 – Sefair Ballroom

Sponsor: Port of Seattle

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

Panelists:

- Katie Condit, Chief Executive Officer, Workforce Central
- Emmanuel Imah, Regional Partnership Development Leader, Bezos Academy
- Dr. Brad Johnson, Provost & Exec. Vice Pres., Western Washington University
- Dr. Lin Zhou, President, Bates Technical College

Innovative Solutions for Workforce & Attainable Housing – San Juan Rooms

Sponsor: King County

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

Panelists:

- Kurt Creager, Executive Vice President, BRIDGE Housing
- Rob Janicki, Founder and Managing Member, RJ Group
- Rose Lathrop, Program Director, Sustainable Connections; City of Bellingham Planning Commissioner
- Emily Thompson, Partner, GMD Development
- Lisa Vatske, Director of Multifamily Housing and Community Facilities, Washington State Housing Finance Commission

Meet in the Sheraton Four Points Lobby at 5:15 pm for informal carpools with WEDA leaders. Kulshan Trackside is about a 6 minute drive from the hotel.

5:30-7:00 pm

Celebrating Our Own Resilience - Networking Reception & Bike Show!

Kulshan Trakside

298 W Laurel Street, Bellingham Waterfront Park

Sponsor & Host: Port of Bellingham

Featured Speakers (approx. 5:50 pm):

- Port of Bellingham Commissioner Ken Bell
- Port of Bellingham Commissioner Michael Shepard

Bike Show (approx. 6:30 pm)

Join us for a special reception at Trakside 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 in partnership with the Whatcom Mountain Bike Coalition, added a skills area and jump zone to its 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 5:50 pm at the Kulshan Beer Garden stage, and a "pump track" bike show following at about 6:30 pm. 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!

7:30-9:30 pm

Building Our Pipeline - Emerging Leaders Gathering – pre-registration

requested through Swapcard once open – B Town, Four Points by Sheraton

9:00 pm

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

Thursday, August 11

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8:15-9:00 am

Breakfast - Networking Activities (Affinity Groupings) – Sefair Ballroom

8:45-9:50 am

Morning General Session: *Sustaining Our Progress Toward Resilience & Impact* – Sefair Ballroom

Sponsor: Greater Spokane Inc.

Local Government Welcome: City of Bellingham Mayor Seth Fleetwood

Featured Speaker: Washington Department of Commerce Director Lisa Brown

Sponsor: National Development Council

Keynote Speaker: Drew Zogby, President, Enersys Alpha

Sponsor: Impact Washington

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 – San Juan Rooms

Sponsor: Kitsap Economic Development Alliance

Featuring: Presentations from WEDA's Emerging Leaders Group

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

Speakers:

- Sarah Cho, Economic Development & Marketing Manager, City of Stanwood. *Focus: "Destination Tourism Campaigns: Discover Stanwood Camano – City of Stanwood"*
- Joey Gunning, Strategic Growth Manager, Greater Spokane, Inc. *Focus: "Strategic Planning: Creating a Comprehensive Economic Development Strategy"*

Cutting-Edge Clean Economy Strategies – Sefair Ballroom

Sponsor: Economic Alliance Snohomish County

Moderator: Mandy Wallner, Economic Development Manager, City of Richland & WEDA Board Member

Panelists:

- Seth Abelson, Program Manager, Kitsap Economic Development Alliance & Washington Autonomous Vehicle Cluster (WAV-C)
- Johanna Brickman, Deputy Director & Director of Impact Strategy, Vertuelab
- Nancy Hirsh, Executive Director, NW Energy Coalition
- Miles Thomas, Director of Economic Development and Governmental Affairs, Port of Benton & Washington VERTICAL

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

Mt. Baker Room (1st floor)

Sponsor: Columbia River Economic Development Council

Moderator: Michael Cade, Executive Director, Thurston Economic Development Council & WEDA Board Member

Panelists:

- Shannon Halberstadt, Creative Economy Sector Lead, Washington State Department of Commerce
- Karen Hanan, Executive Director, ArtsWA, Washington State Arts Commission
- Mario Orallo-Molinario, Executive Director, Jet City Improv

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*** – Sefair Ballroom
Sponsor: LiveStories
Moderator: Bruce Kendall, President & CEO, Economic Development Board for Tacoma-Pierce County & WEDA Board Member
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 – Buffet: Terrace Room; Seating: Sefair Ballroom
- 12:15-1:15 pm **Closing General Session: *Taking Action Toward a More Resilient Economy*** – Sefair Ballroom
Sponsor: Employment Security Department – SharedWork
- Closing Reflections: RoseMary LaClair, Chairwoman, Nooksack Tribe
- Keynote Speaker: Washington State Lieutenant Governor Denny Heck**
Sponsor: Thurston Economic Development Council
- 1:15-1:45 pm WEDA Annual Meeting, Board & Officer Elections, Action Items & Next Steps

Thank you to our 2022 Sponsors



As Washington's only trade association laser-focused on economic development, WEDA is committed to retaining, expanding and recruiting jobs and investment across Washington State.