



“ECONOMIC VITALITY IN ACTION – from *Wheatfields to Main Street*”

WEDA 2023 Summer Conference Agenda

August 8-10, 2023 – Walla Walla, WA – as of 8/7/2023 1:00 PM

Tuesday, August 8

3:00-5:00 pm

Economic Vitality in Action Highlights Tours – pre-registration required through WEDA’s online conference platform, Swapcard – choose 1:

- **Walla Walla Community College Workforce Development Innovation Tour**
- **Walla Walla Airport Wine Incubator Tour (with Wine Tasting)**

- **Walla Walla Community College Workforce Development Innovation Tour**
Tour starts at Technology Center – Building 537 (*Building F on the WWCC campus map in conference Swapcard app*)
500 Tausick Way, Walla Walla WA 99362 – *Parking is nearby and free. Golf cart service will be available for anyone with mobility issues.*

Note: *Since you will be touring trades area programs and participating in live, hand-on demonstrations pants and closed-toed shoes are requested.*

Have your camera ready to capture yourself welding, driving a tractor and exploring a digital human body! Come join in the fun on this three-stop tour! And remember, you can always grab wine after the tour!

Welcome:

- Interim Dean of Workforce Trades & Transfer, Matt Williams

- ***Ready to dissect a patient?*** At the Nursing program stop, participants will practice medical provider skills on lifelike patients in WWCC’s nursing simulation lab and learn to dissect humans without a cadaver as you play with the Anatomage fully segmented 3D anatomy table.
- ***Take a ride in the big green tractors!*** At the John Deere Technology program stop, tour participants will ride along with students to see the incredible amount of technology used in today’s agricultural equipment, see an automated tractor in action, and hear how this unique partnership training program works to fill industry demand for skilled technicians and future managers.
- ***Come see the sparks fly!*** At the Welding program stop, tour participants will have the opportunity to explore the welding lab and hear how the program is adapting to meet industry demand. Attendees will have the option to weld with a 2nd year student in WWCC’s certified, state-of-the-art welding facility. All protective equipment will be provided for you.

- **Walla Walla Airport Wine Incubator Tour (with Wine Tasting)**
598 Piper Ave, Walla Walla WA 99362 (*Park in front of incubator and gather in green space in front of incubators.*)

Led by: Jennifer Skoglund, Manager, Walla Walla Regional Airport,
Fiona Mak, Owner/Winemaker, SMAK Wines and Kelsey Albro Itämeri, Owner
& Winemaker, itä Wines

Visit the Port of Walla Walla/Walla Walla Regional Airport Wine Incubator Program and talk to Port of Walla staff as well as operators at SMAK and itä Wines about their operations based out of the incubators. You are encouraged to purchase wine from our host wineries!

The incubators were established in 2006 with the help of grants from Washington State and the Port of Walla Walla to provide reasonably priced stand-alone production and tasting room space for start-up wineries in the Walla Walla Valley to grow their businesses. The incubator program has established incremental rent increases and requires graduation from the space after six years. Including the current tenants, there have been 15 wineries, one brewery and one distillery to move through the Port of Walla Walla's incubator buildings, including successful alumni like CAVU Cellars, Adamant Cellars, Dillon Cellars, and Kontos Cellars.

Dinner is on your own – you are encouraged to make a reservation for most restaurants. Enjoy exploring all that Walla Walla has to offer!

7:30-9:00 pm

Reconnecting & Reenergizing for Action: Social Welcome Gathering (*non-hosted, light hors d'oeuvres*) – Sunset Terrace, 2nd Floor
The Marcus Whitman Hotel & Conference Center
6 West Rose Street, Walla Walla, WA 99362

Wednesday, August 9

9:30-11:15 am WEDA Q3 Board Meeting – *Board Members & WEDA Staff only*
Walla Walla Board Room (2nd floor)

10:00-11:00 am ***Upping Our Game for Economic Vitality: Pre-Conference Professional Development Workshops***

Pre-Conference Professional Development Workshop: *Navigating a Post-COVID Landscape: What Economic Developers Can Do to Foster Partnerships and Accelerate Economic Vitality*

Empire Room

Sponsor: FORWARD

Host: Yani Cisneros, Bilingual Business Development Manager, Yakima County Development Association

Workshop Leader: Raven McShane, Senior Director of Growth, FORWARD

Panelists:

- Aubrey Relf, Director of Research and Impact, FORWARD and former Deputy Director of Parks and Recreation at the City of Compton, CA
- Kelsey Martin, Director of Client Services, FORWARD
- Don Goldberg, Director of Economic Development, Port of Bellingham

This workshop will explore what economic developers are doing now as emergency pandemic funding is winding down, new funding opportunities on the horizon, and ways we can foster partnerships with other organizations and local governments to drive economic growth in communities.

Pre-Conference Professional Development Workshop: *Fostering a Strong Economic Ecosystem for Vitality in Small Business, including Microenterprises*

Renaissance Ballroom

Sponsor: Washington State Microenterprise Association

Host: Jim Hagar, Economic Development Project Manager, Port of Vancouver, USA

Workshop Leader: Lisa Smith, Executive Director, Washington State Microenterprise Association

Panelists:

- Alyce Brown, Executive Director, North Central Washington Economic Development District
- Chaune' Fitzgerald, CEO, Washington African American Chamber of Commerce-Tri-Cities
- Riki Wippel, Program/Grant Manager, Northwest Native Development Fund, Colville Tribes: Chelan & Wenatchi

This workshop will unpack how economic developers and business technical assistance providers are working strategically to grow healthy new and existing businesses, especially in historically marginalized communities. Learn new tools and insights from leaders who are shifting from siloed business services to relevant, interconnected and lasting support for small businesses.

- 11:30 am Registration, Buffet Lunch & Networking – Ballroom Lobby
- 11:50 am-2:00 pm **Opening General Session** – Explorer Ballroom
 Sponsor: City of Seattle
 Led by: Alisha Benson, CEO, Greater Spokane Inc. & WEDA Board Chair
- Land Acknowledgment:** Chair Kat Brigham, Chair, Board of Trustees, Confederated Tribes of the Umatilla Indian Reservation
- Local Government Welcome:** Walla Walla Mayor Tom Scribner
- Opening Remarks from WEDA Leadership & Sponsors
- 12:35-1:00 pm ***Interdependence: Achieving Economic Vitality for All of Washington State***
- Keynote Speaker: Chris Estes, Co-Executive Director, Community Strategies Group, Aspen Institute**
 Sponsor: Washington Minority Business Development Agency (MBDA)
 Host: Stephen McFadden, Director of Economic Development & Marketing, Port of Pasco & WEDA Board Member
- The Aspen Institute’s Community Strategies Group advances an asset-based and systems-building approach to community and economic development. The Aspen Institute believes that to achieve equitable rural prosperity, we need ways of thinking and acting that are powerful enough to move communities to action, building shared purpose across regions and change the status quo. Aspen Community Strategies Group’s Thrive Rural Framework weaves together current community innovations and tested approaches for a wide range of issues integral to achieving rural prosperity that is both sustainable and durable.*
- 1:00-2:00 pm **Fireside Chat: *Higher Education’s Role & Opportunities in Fostering Economic Vitality***
 Sponsor: Thurston Economic Development Council
 Moderator: Amanda Wallner, Economic Development Manager, City of Richland & WEDA Board Member
- Featured Speakers:**
- President Sarah Bolton, Whitman College
 - Chancellor Sandra Haynes, Ph.D., Washington State University Tri Cities
 - President Chad Hickox, Ph.D., Walla Walla Community College
 - President Rebekah Woods, Ph.D., Columbia Basin College
- 2:00-2:15 pm Networking Break

2:15-3:15 pm

Breakouts 1: *Innovative Resources for Economic Vitality* (choose 1):

Sustainable Agriculture & Innovative Resource Management

Sponsor: Economic Alliance Snohomish County

Renaissance Ballroom

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

Panelists:

- Nicole Berg, Past President, National Association of Wheat Growers
- Steve Mantle, CEO & Founder, innov8.ag
- Mike Werner, CEO, Qualterra

Economic Vitality in Action through Innovative Investments in Infrastructure

Sponsor: Economic Development Board for Tacoma-Pierce County

Explorer Ballroom

Moderator: Gina Stark, Economic Development Manager, Port of Bellingham & WEDA Board Vice Chair

Panelists:

- Jennie Dickinson, Executive Director, Port of Columbia
- Dr. Eric Jessup, Research Professor, School of Economic Sciences, WSU
- Washington State Senator Curtis King (14th District-Klickitat/Yakima Cos.)
- Patrick Reay, Executive Director, Port of Walla Walla

Small Business Vitality in Action: Innovation in Fostering Procurement Opportunities

Sponsor: Washington Small Business Development Center

Empire Room

Moderator: Jon Smith, Executive Director, Yakima County Development Association & WEDA Board Member

Panelists:

- Frank Boykin, Director, Washington Minority Development Agency Business Center
- Timolin Abrom, Assistant Director of Supplier Diversity, Washington State Office of Minority & Women's Business Enterprises
- Shana Greenberg Barehand, Esq. CDE, Procurement Inclusion and Equity Program Manager, Washington State Department of Enterprise Services
- Mian Rice, Director, Diversity in Contracting, Port of Seattle
- Tiffany Scroggs, Program Director, Washington State Procurement Technical Assistance Center (PTAC), an APEX Accelerator

3:15-3:30 pm

Networking & Snack Break

3:30-4:30 pm

Breakouts 2: *Economic Vitality in Action Through Partnerships* (choose 1):

Catalyzing Economic Vitality on Washington's Main Streets

Sponsor: Yakima County Development Association

Empire Room

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

Panelists:

- Island Ainsworth, Proprietor, Saffron Mediterranean Kitchen
- Breanne Durham, State Director, Washington Main Street
- Maria Pena, Business Advisor, Washington Small Business Development Center, a partnership with the Tri-Cities Hispanic Chamber of Commerce
- Kathryn Witherington, Executive Director, Downtown Walla Walla Foundation

Fostering Economic Vitality in Our Workforce & Meeting Employers' Needs

Sponsor: Employment Security Department/SharedWork Program

Explorer Ballroom

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

Panelists:

- Katie Condit, Chief Executive Officer, Workforce Central
- Meghan DeBolt, Executive Director, Blue Zones Project – Walla Walla
- Leslie Druffel, Outreach Coordinator/Workforce Specialist, The McGregor Company
- Karen Hedine, CEO, Walla Walla YWCA
- Dan Zeitlin, Chief of Staff, Washington State Employment Security Department

Economic Vitality in Our Creative Industries – Leveraging Partnerships to Support Arts & Culture

Sponsor: King County

Renaissance Ballroom

Moderator: Jennifer Baker, President, Columbia River Economic Development Council & WEDA Board Member

Panelists:

- Squire Broel, Visual Artist/Entrepreneur, Broel Studio Inc.
- Mary Big Bull-Lewis, Co-Founder, Wenatchi Wear & R Digital Design
- Shannon Halberstadt, Creative Economy Sector Lead, Washington State Department of Commerce
- Amy Lillard, Executive Director, Washington Filmworks and Whipsmart
- Ed Marquand, Founder, Mighty Tieton

5:30-7:30 pm

Celebrating Walla Walla & All of Washington State's Economic Vitality - Networking Reception & Wine Tasting

Three Rivers Winery
5641 Old Hwy. 12
Walla Walla, WA 99362

Sponsor: Washington State Department of Commerce

Host: Alisha Benson, CEO, Greater Spokane Inc. & WEDA Board Chair

Join us for a special reception at Three Rivers Winery. There will be a WEDA-chartered shuttle bus making continual trips from the Marcus Whitman to Three Rivers Winery, with departures from the Marcus Whitman (loading at parking lot on North side near Conference Center) at approximately: 5:00 pm, 5:40 pm, 6:20 pm and 7:00 pm. Departures from Three Rivers Winery will be at approximately: 6:00 pm, 6:40 pm, 7:20 pm and a last shuttle at 7:45 pm. All conference attendees are welcomed to ride the shuttle, and are otherwise encouraged to carpool and use designated drivers.

Dress code: business casual -- WEDA conference registrants must wear their nametags, please. Mari Gisele Music will be playing and there will be a brief speaking program at approximately 6:15 pm. Heavy hors d'oeuvres and beverages will be served.

6:15 pm approx.

Local Government Welcome:

- Port of Walla Walla Commission Chair Mike Fredrickson

8:30-9:30 pm

Building Our Pipeline: Emerging Leaders Gathering – pre-registration requested through Swapcard

Vineyard Lounge, Marcus Whitman Hotel & Conference Center

9:30 pm

Continuing to Build Connections: After Hours No-Host Get Together

Vineyard Lounge, Marcus Whitman Hotel & Conference Center

Thursday, August 10

8:00-8:40 am

Breakfast & Networking Activities (Affinity Groupings) – Explorer Ballroom

8:35 am

Special Announcement: Upcoming 2024 IEDC Economic Future Forum in Spokane

8:40-9:45 am

Morning General Session: Achieving Economic Vitality Across All of Washington

Sponsor: Greater Spokane Inc.

Host: Betty Capestany, Economic Development Director, Pierce County & WEDA Incoming Board Chair

Local Government Welcome: Hon. Jennifer Mayberry, Chair, Walla Walla County Commission

TIF for Jobs Update: *Creating Economic Vitality through Tax Increment Financing (TIF)*

Sponsor: Port of Vancouver, USA

Speakers:

- Mike Bomar, Director of Economic Development, Port of Vancouver, USA & WEDA Board Member
- Jacob Gonzalez, Director of Community & Economic Development, City of Pasco
- Bob Stowe, Founder & Principal, Stowe Development & Strategies, LLC

Keynote Speaker: Dr. Michael Powe, Senior Director of Research, Main Street America

Sponsor: National Development Council

9:45-10:00 am

Networking Break

10:00-11:00 am

Breakouts 3: *Forward-Thinking for Action* (choose 1):

Reflections on Working toward Economic Vitality from Our Emerging Leaders
Featuring: A Panel of WEDA's Emerging Leaders & Information about Getting Involved

Sponsor: Pacific Power

Empire Room

Hosts, Moderators & Speakers: Sarah Cho, Economic Development & Marketing Manager, City of Stanwood & Wesley Nguyen, Economic Development Coordinator, City of Lacey

Speakers:

- Jami Armstrong, Program Assistant – Business Solutions, Workforce Central
- Joey Gunning, Strategic Growth Manager, Greater Spokane Incorporated
- Carmela Solorzano, Communications & Event Manager, Yakima County Development Association
- Annie Tran, Economic Development Manager, Port of Seattle

The Future of Travel & Tourism for Economic Vitality

Sponsor: Columbia River Economic Development Council

Explorer Ballroom

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

Panelists:

- Heather Arns, General Manager, The FINCH Hotel, Columbia Hospitality
- David Blandford, Executive Director, State of Washington Tourism
- Guy Glaeser, Executive Director, Visit Walla Walla
- Dan Thiessen, Managing Partner, Walla Walla Steak Co., Crossbuck Brewing & Yellowhawk Resort & Founder/Managing Partner, Denim Hospitality

Progress on The Issue of Our Time: Workforce & Attainable Housing

Sponsor: Kitsap Economic Development Alliance

Renaissance Ballroom

Moderator: Don Goldberg, Director of Economic Development, Port of Bellingham & Chair, WEDA Workforce/Attainable Housing Work Group

Panelists:

- Garry Clark, President & CEO, Economic Alliance Snohomish County & WEDA Board Member
- Washington State Representative April Connors (8th District-Benton/Franklin Cos.)
- Jacob Gonzalez, Community & Economic Development Director, City of Pasco
- Laura Prado, Community Research Coordinator, Walla Walla Community Council, Affordable Housing: Community Council Report
- Renee Rooker, Executive Director, Walla Walla Housing Authority

11:00-11:15 am Networking Break

11:15 am-12:00 pm **General Session: *Economic Vitality – Assessing Our Progress & Forecasting Our Future***

Sponsor: Impact Washington

Explorer Ballroom

Host: Gina Stark, Economic Development Manager, Port of Bellingham & WEDA Board Vice Chair

Featured Speaker: Anneliese Vance-Sherman, PhD, Chief Labor Economist, Washington State Employment Security Department

12:00-1:00 pm Lunch

12:10-1:30 pm **Closing General Session: *Lessons in Economic Vitality from Walla Walla's Wine Industry***

Sponsor: Port of Seattle

Explorer Ballroom

Host: Alisha Benson, CEO, Greater Spokane Inc. & WEDA Board Chair

Economic Vitality in Action: An Update on Washington's Wine Industry

Speaker: Liz Knapke, Executive Director, Walla Walla Valley Wine Alliance

Fireside Chat: Women in Wine

Sponsor: Pierce County

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

Featured Speakers:

- Kelsey Albro Itämeri, Owner & Winemaker, itä Wines
- Mary Derby, Founder, Owner & Winemaker, Dama Cellars
- Liz Knapke, Executive Director, Walla Walla Valley Wine Alliance
- Fiona Mak, Owner/Winemaker, SMAK Wines

1:10-1:30 pm

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

All conference attendees are encouraged to stay for this brief but important Annual Meeting & Closing Session.

Thank you to our 2023 Sponsors!



WEDA's 2023 Summer Conference is a recognized event for IEDC's CECD re-certification credits.



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

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.