



ADAPT & IMPACT: Economic Development in a Rapidly Transforming World
2024 WEDA WINTER CONFERENCE

Saint Martin's University & Governor's Mansion-Legislative Reception

preliminary Agenda as of 2/5/24

Tuesday, February 27, 2024

7:00 pm **Informal No-Host Pre-Conference Dinner**

Wednesday, February 28, 2024

9:30 - 11:00 am **WEDA Q1 2024 Board Meeting** (Capital Room, Hampton Inn & Suites Olympia/Lacey)

11:30 am - 12:00 pm **Conference Registration Opens** (Norman Worthington Conference Center, Saint Martin's University, Lacey)

12:00 - 12:20 pm **Buffet Lunch & Interactive Networking** (Norman Worthington Conference Center)

Welcome and Introductions: Betty Capestany, Economic Development Director, Pierce County & WEDA Board Chair

12:20 - 1:00 pm **Opening General Session**

Land Acknowledgement: Willie Frank III, Chairman, Nisqually Indian Tribe

Local Government Welcome: City of Lacey Mayor Andy Ryder

Remarks from WEDA Leadership & Sponsors

1:00 - 1:40 pm **Artificial Intelligence: A Transformational Tool with Major Implications**

Keynote Speaker: Michael Mattmiller, Senior Director of Government Affairs, Microsoft

1:40 - 2:30 pm **Fireside Chat: *Opportunities & Risks of AI in Economic Development & Beyond***

Featured Speakers:

- Scott Brown, Research Associate, International Economic Development Council
- David Shim, Co-Founder & CEO, Read AI
- *Panelist TBA*

2:30 - 2:45 pm **Snack Break**

- 3:00 - 4:30 pm **WEDA 2024 Economic Development Awards Ceremony**
Honoring Outstanding Achievement in Economic Development
All nominees will be recognized and brief presentations will be given by award winners.
- 5:30 - 7:00 pm **WEDA Legislative Reception** (Governor’s Mansion)
- 8:00 pm ***Building Our Pipeline as We ADAPT & IMPACT: Emerging Leaders Get Together***
- Evening ***Impactful Partnerships & Friendships, Old & New: After Hours No-Host Get Together***

Thursday, February 29, 2024

- 8:00 am **Conference Registration Opens** (Norman Worthington Conference Center, Saint Martin’s University, Lacey)
- 8:00 - 8:45 am **Buffet Breakfast & Interactive Networking** (Norman Worthington Conference Center)
- 8:45 - 9:30 am **Morning General Session: *How Can We ADAPT & IMPACT Toward a More Inclusive, Innovative & Sustainable Economy?***

Featured Speaker:
 - **Michael Fong, Director, Washington State Department of Commerce**
- 9:30 - 10:30 am **Washington State Commerce Industry Sector Leads & Partners Panel: *Emerging Trends, Innovations & Opportunities in a Rapidly Transforming World***

Panelists:
 - Alison Beason, Life Science & Global Health Sector Lead, Washington Commerce
 - Chris Green, Assistant Director, Economic Development & Competitiveness, Washington State Department of Commerce & WEDA Board Vice Chair – *focusing on Clean Technology*
 - Julia Terlinchamp, Special Assistant to the Director, Washington State Department of Agriculture
 - Robin Toth, Director of Economic Development, Aerospace Sector, Washington Commerce
- 10:30 - 11:00 am **Roundtable Strategic Discussions with Commerce Sector Leads/Key Commerce Staff & Partners: *Exploring Economic Development Opportunities as We ADAPT & IMPACT***
- 11:00 am - 12:00 pm **Legislative Discussion with WEDA Partners: Impactful Partnerships & Shared Interests for Economic Development**

Panelists:
 - Candice Bock, Director of Government Relations, Association of Washington Cities
 - Katie Condit, CEO, Workforce Central on behalf of Washington Workforce Association & WEDA Board Member
 - Eric ffitich, Executive Director, Washington Public Ports Association
 - Eric Johnson, Executive Director, Washington State Association of Counties
 - Kris Johnson, President & CEO, Association of Washington Business

12:00 - 1:30 pm

Lunch & Legislative Update: *Responding to the Call for Action*

Legislative Economic Development Leaders Panel

Closing Session

Keynote Speaker *TBA*

Closing Remarks & Action Items