2019 Governor's Conference on Economic Development
February 6-8, 2019 | Hilton Milwaukee City Center, Milwaukee, WI

CONFERENCE AGENDA
"Creating Opportunities Across Wisconsin"

-	**WEDNESDAY, FEBRUARY 6, 2019**	
5:00 pm	**Conference Opening Reception** **Potawatomi Hotel & Casino, 1611 Canal Street**	Serenity Room
	THURSDAY, FEBRUARY 7, 2019	
7:30 AM	**Registration / Continental Breakfast/Exhibits Open**	Wright Ballroom
7:45 AM	**New WEDA Members or First-Time Conference Attendees** Heather Wessling-Grosz to provide a short orientation	Crystal Ballroom
8:15 AM	**Welcome to the Conference** **Mayor Tom Barrett,** City of Milwaukee	Crystal Ballroom
8:30 AM	**Lt. Governor Mandela Barnes – Conference Opening Comments** Lt. Governor Mandela Barnes will provide the opening remarks at the 2019 Governor's Conference on Economic Development.	Crystal Ballroom
9:15 AM	**WEDA Award Presentation** Heather Wessling-Grosz and Lt. Governor Mandela Barnes will present the 2019 Frederick C. Pearce Award.	Crystal Ballroom
9:30 AM	**Talent Attraction: Perspectives from a Milwaukee-Based Manufacturer** **Blake D. Moret,** Chairman and CEO, Rockwell Automation	Crystal Ballroom
10:30 AM	**Break - Exhibits**	Wright Ballroom
10:50 AM	***Designs on the Future*** We want the future to be logical, clear and safe. But, that's not how it works. The future often surprises us. Sometimes it shocks us. Too often, the future leaves many of us behind, lost in a world in which many of the rules and rewards seem hidden. This presentation is not just forecasts of new technologies and markets, or just more 'thinking outside the box.' This is a deeper conversation on how to 'think into other boxes,' to make unexpected connections between design and modern-day piracy, between amateurs and AI apps, between curiosity and creativity, between hope and all the opportunities we can find in what comes after what comes next. **David Zach**, Futurist	Crystal Ballroom
12:00 noon	**Networking Luncheon**	Empire Ballroom
1:00 PM	***Designs on the Future - Feedback and Discussion*** **David Zach,** Futurist	Crystal Ballroom

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1:30 PM	***Business Trends 2019 and Beyond*** What are the business trends in and for 2019 and even in the next few years? Hear directly from these stellar entrepreneurs, business advocates and leaders from their experiences and views in the local and national market place. An engaging conversation with direct conversation and dialogue from the panel. ***Tina Chang**, Chairman and CEO, SysLogic* ***Ruth Harper**, VP Global Strategic Communications, Manpower Group* ***Andy Nunemaker**, CEO, Dynamis Software* ***Tim Sheehy**, President, Metropolitan Milwaukee Association of Commerce*	Crystal Ballroom
2:30 PM	**Break – Exhibits**	
2:45 – 3:15 PM	**CONFERENCE TRACKS I** **1. *Millennial Barriers for Minority Populations Entering the Workforce Part I*** A lack of support networks among minority, microaggressions and unconscious bias in the workplace, as well as socio-economic issues, prevent young people from achieving the skills needed for upward mobility. We need to connect our future workforce with opportunities to gain industry credentials and provide role models for success. This session explores creative ways to provide meaningful careers and gainful employment for minority populations. ***Willie Wade,** Executive Director, Employ Milwaukee* ***Pam Her, Ph.D.,** Fox Valley District Team Leader, SEEK Careers* ***Griselda Aldrete,** President & CEO, Hispanic Professional Association of Greater Milwaukee* ***Scott Farley,** Group Director Talent Management, Komatsu Mining* **2. *CRA Regulatory Panel*** The Community Reinvestment Act Panel will present on the topic of day cares, broadband and Opportunity Zones. ***Paul Ginger,** Office of the Comptroller of Currency* ***Steven W. Kuehl,** Federal Reserve Bank of Chicago*	Crystal Ballroom Regency Ballroom
3:20 – 3:50 PM	**CONFERENCE TRACK II** **1. *Millennial Barriers for Minority Populations Entering the Workforce Part 2 – See above*** **2. *Opportunity Zones and Your Community*** This session will discuss the designation of opportunity zones in Wisconsin, review the tax incentives for investments in opportunity zones as well as provide a summary of opportunity zone investment structures. Included will be an assessment of the opportunity zone tax benefits as an economic development tool for government agencies.	Crystal Ballroom Regency Ballroom

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	***Wayman Lawrence**, Partner, Foley & Lardner, LLP*	
3:55 – 4:25 PM	**CONFERENCE TRACK III** ***1. Wisconsin Fast Forward*** This session provides an overview of the WI Fast Forward worker training grants with tips on how to apply for those grants and highlights of recent and upcoming changes to the WI Fast Forward program. An overview of the WI Internship Initiative will also be included, highlighting the benefits to employers and interns. ***Rita Atkinson**, Director of Office Skills Development, WI Dept. of Workforce Development* ***2. PACE Financing*** Learn how C-PACE financing, available through PACE Wisconsin, helps stimulate local economies by funding the upfront cost of energy efficiency, renewable energy and water conservation improvements on commercial buildings. This session provides an overview of PACE Wisconsin's partnerships and organizational structure, as well as the benefits of participation for all stakeholders. ***Jason Stringer,** Director of Clean Energy Finance, PACE Wisconsin* ***Jon Hochkammer,** Outreach Manager, Wisconsin Counties Association*	Crystal Ballroom Regency Room
4:30 PM	**WEDA Annual Membership Meeting**	Crystal Ballroom
5:00 PM	**Evening Reception / Dine Arounds @ 7 pm**	Wright Ballroom
	FRIDAY, FEBRUARY 8, 2019	
7:00 AM	**Buffet Breakfast - Exhibits**	Wright Ballroom
8:00 AM	***Welcome*** ***Wisconsin Investment Showcase*** This session will showcase a series of case studies that describe investment strategies used by WEDC in working with our regional and local partners to advance business and community development projects. ***Barb Fleisner LaMue,** Vice President, Business & Community Development, WEDC* ***Tina Chitwood,** Senior Economic Development Director, WEDC*	Crystal Ballroom
8:45 AM	***A Business Case for Diversity*** What is the current state of diversity in Wisconsin's manufacturing business? Why should manufacturers make the investment to actively	Crystal Ballroom

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	pursue, develop and promote individuals that represent race, gender and socio-economic diversity. What strategies are companies using successfully? ***Moderator: Mary Isbister**, President, GenMet Corporation* ***Geno Valdes**, COO, Maglio and Companies* ***Rachel Lehr**, VP of Human Resources, Briggs & Stratton* ***Steven Stall,** Business Segment Leader of Inclusion, Rockwell Automation*	
9:40 AM	**Break - Exhibits**	Wright Ballroom
9:55 AM	***Reentry Initiatives for the Justice Involved: Integrating Correctional and Workforce Strategies*** For people released from jail or prison, finding meaningful employment can seem insurmountable. For employers, finding and retaining quality employees can be a constant challenge. The WI Dept. of Corrections is working closely with its partners to provide incarcerated individuals with the opportunity to learn new skills and increase their chances for employment after release. This session highlights a few of the creative initiatives and strategies in place to train and prepare these men and women for their eventual return to the community and to the workplace. ***Anna Neal,** Reentry Employment Coordinator, WI Department of Corrections*	Crystal Ballroom
10:35 AM	***Internships and Apprenticeships to Attract Youth to the Workforce*** The Higher Education Regional Alliance (HERA) is an important partnership that is leveraging resources and coordinating efforts to expand an educated, innovative and nimble talent system to meet 21st Century workforce needs. The benefit goes beyond the student and employer, building the talent pipeline and strengthening regional and state economies. ***Mark A. Mone, Ph.D.,** Chancellor, UW-Milwaukee* ***Daniel J. Bukiewicz,** President, Milwaukee Building & Trades Council* ***John Schulze,** Director of Legal & Government Relations, Association Building Contractors*	Crystal Ballroom
11:15 AM	***Being Your Own Economist: What the Best Indicators Tell Us to Expect in 2019-2021*** Clare Zempel will show you the best leading indicators to track to anticipate the economic opportunities and challenges that lie ahead for the nation and Wisconsin. Zempel will identify the numbers that matter most, show where to find them easily and inexpensively, and explain how to apply them in practical decision-making. ***Clare Zempel,** Principal, Zempel Strategic*	Crystal Ballroom
12:00 PM	**Governor's Conference - Closing Remarks**	Crystal Ballroom