



# CONFERENCE AGENDA



## WEDNESDAY, FEBRUARY 1, 2023

<p>9:30 am – 2:30 pm</p> <p>Regency AB</p>	<p><b>WEDA Academy Program</b> <i>Pre-registration required</i></p> <p><b>Real Estate Project Analysis: Historic Building Redevelopment to Greenfield Development</b></p> <p>Across Wisconsin, economic developers are working on a variety of real estate development and redevelopment projects in their communities. Often there are challenges in addressing a financial gap or working through an approval process. What are the essential components that need to be in place for a project to move forward, whether promoted by a community or introduced by a developer?</p> <p>Through this course, participants will learn important aspects of analyzing real estate projects looking at a broad range of project types in a variety of settings. Financial and gap analysis concepts will be presented along with an introduction to programs and resources that can be used to address gaps. Project examples will be used throughout the course to reinforce concepts to highlight best practices. Participants will have an opportunity to work in small groups to try out their new skills and to discuss challenges and opportunities in their communities.</p> <p><b>Guest Speakers:</b></p> <ul style="list-style-type: none"> <li>• Kristen Fish-Peterson, <i>CEcD, Principal &amp; CEO, Redevelopment Resources</i></li> <li>• Todd Hutchison, <i>Founder and Owner, Wisconsin Redevelopment, LLC</i></li> <li>• Stewart M. Wangard, <i>CEO, Chairman and Founder, Wangard Group</i></li> </ul>
<p>2:30 pm</p>	<p><b>Networking Break</b></p>
<p>3:00 pm – 4:30 pm</p> <p>Regency AB</p>	<p><b>WEDA CRA Network Banker's Round-Table</b></p> <p>Designed specifically for the banking community, Wisconsin's Small Business Development Center (SBDC) and the Ethnic and Diverse Business Coalition (EDBC) will discuss CRA best practices for lending, service, and investments.</p> <p>Brought to you by the FDIC and WEDA, speakers will focus on the needs of small businesses, Chambers of Commerce and Community Development Financial Institutions (CDFIs) throughout Wisconsin. They will share strategies for reaching Black, Hispanic, Hmong, and Native American entrepreneurs. You will also meet two, newly assigned Office of the Comptroller of the Currency (OCC) Community Affairs Officers serving Wisconsin.</p> <p>Attendees are welcome to join the opening reception of WEDA's 2023 Governor's Conference on Economic Development at the Milwaukee County Historical Society from 5:00 to 7:00 pm.</p> <p><b>Guest Speakers:</b></p> <ul style="list-style-type: none"> <li>• Carol Maria, <i>Community Affairs Specialist, FDIC</i></li> <li>• Steve Kuehl, <i>Community Affairs Officer, OCC</i></li> <li>• Mary Perry, <i>President &amp; CEO, WEDA</i></li> <li>• Bon Wikenheiser, <i>Associate Director, Institute of Business and Entrepreneurship - UW System</i></li> <li>• Marjorie Rucker, <i>Chair, EDBC Executive Director, The Business Council, Inc.</i></li> </ul>
<p>5:00 pm – 7:00 pm</p>	<p><b>Conference Keystone Opening Reception at Milwaukee County Historical Society Museum</b> <b>910 N Doctor M.L.K. Jr. Drive, Milwaukee</b></p> <p>Join us to celebrate Wisconsin's 175th Anniversary at the Museum located directly across the street from the front entrance of the Hyatt.</p> <p style="text-align: right;">SPONSORED BY</p> 
<p>9:00 pm – 11:00 pm</p>	<p><b>Networking Hospitality Suite – Hyatt Regency Grand Suite – 17th Floor</b> <b>Games start at 9:30 pm!!</b></p> <p style="text-align: right;">SPONSORED BY</p>  <p><b>All attendees are Welcomed!</b></p>



**Economic Development in the Badger State:**  
The Past, Present and Future of Economic Growth in Wisconsin

**CONFERENCE AGENDA**






**THURSDAY MORNING, FEBRUARY 2, 2023**

7:30 am Regency CD	<b>Registration / Continental Breakfast/WEDA Networking Expo Opens</b>	
8:30 AM Regency AB	<b>Welcome to Milwaukee!</b> Peggy Williams-Smith, President & CEO, VISIT Milwaukee & 2022 Community Leader of the Year  <b>Governor's Opening Address</b> Governor Tony Evers	
9:00 am	<b>CONFERENCE KEYNOTE ADDRESS</b> <b>Looking Forward</b> Secretary Hughes will highlight the state's recent economic gains and chart a course for future growth. Secretary Missy Hughes, <i>Chief Executive Officer, Wisconsin Economic Development Corporation</i>	<b>SPONSORED BY</b> <b>WISCONSIN</b> ECONOMIC DEVELOPMENT
9:45 am	<b>WEDA Awards Presentation</b> Frederick C. Pearce Award	
10:00 am Regency CD	<b>WEDA Expo &amp; Networking Break</b>	<b>SPONSORED BY</b> 
10:30 am Regency AB	<b>Historic Tax Credits: Boosting Preservation, Community Revitalization and Economic Impact for Wisconsin</b> This presentation is relevant to economic development professionals, community planners, developers, historic property owners, real estate brokers, historic preservationists, and municipal leaders who want to learn more about utilizing vacant and/or historic buildings in their communities. Through examples drawn from small towns and large cities, this workshop will demonstrate the value of historic tax credits as economic development tools such as providing incentives to invest in older structures, stabilizing neighborhoods, adding vibrancy to commercial districts, and creating local jobs for skilled workers. Moderator: Kathryn Berger, <i>Client Services Director, CG Schmidt, Inc.</i> Speakers: <ul style="list-style-type: none"> <li>• Matt Jarosz, <i>Executive Director, Wisconsin Trust for Historic Preservation</i></li> <li>• Jen Davel, <i>VP Midwest Regional Director, Heritage Consulting Group</i></li> <li>• Brad Elmer, <i>Managing Director, Baker Tilly Municipal Advisors</i></li> </ul>	
11:15am Regency AB	<b>Show Me the Money!</b> In this public resource panel, led by Melissa Hunt of Vierbicher, you'll learn about funding opportunities at the municipal, state and federal level and you'll meet program managers from DOT and WEDC. Roselynn Bittorf and Natanael Martinez will run through current DOT and WEDC programs for your community and business development projects. Moderator: <b>Melissa Hunt, Municipal Services Department Manager, Vierbicher &amp; Associates</b> Panelists: <ul style="list-style-type: none"> <li>• Natanael Martinez, <i>Regional Economic Development Director, Wisconsin Economic Development Corporation</i></li> <li>• Roselynn Bittorf, <i>Transportation Economic Assistance Program Manager, Wisconsin Department of Transportation</i></li> </ul>	
12:00 pm Noon  Lakeshore Room	<b>Keystone FIRE Networking Luncheon</b> with <b>Early Bird Registration Drawing Sponsored by WWBIC</b>	<b>SPONSORED BY</b> 

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## THURSDAY AFTERNOON, FEBRUARY 2, 2023

<p>1:00 pm Regency AB</p>	<p><b>Put Wisconsin's Airports to Work and Watch Our Economy Soar</b> Wisconsin's eight passenger-service airports are already economic development powerhouses, but they can boost our economy even more if we really put them to work. From air freight to air service development to increasing international interest in our state through commerce and tourism, we'll look at Wisconsin's airports from an entirely different perspective. <b>Moderator:</b> Dave Kircher, <i>Principal, Phoenix Advisors</i> <b>Featured Speaker:</b> Patricia Rowe, <i>C.M., Director Air Service Development, MKE Milwaukee Mitchell International Airport</i></p>
<p>1:45 pm - 2:20 pm Executive Ballroom  Regency AB</p>	<p><b>HIGH IMPACT BREAKOUT SESSIONS (2)</b></p> <p>1. <b>Are You Ready for Life-Experienced Entrepreneurs?</b> More than 37 million people over the age of 50 are at risk of not having enough income to meet their basic needs. AARP Foundation's Work for Yourself@50+ makes it easy for older adults to explore self-employment options to increase their financial stability. Learn about these no cost resources and how they can benefit the local community and small business owners. <b>Speakers:</b> • Amber Miller, <i>Associate State Director of Community Outreach, AARP</i> • Darrin Wasnieski, <i>Associate State Director of Community Outreach, AARP</i></p> <p>2. <b>Community Transformation Despite Limited Resources</b> Although there were a lot of elements that led to Oconomowoc's transformation, there are items that many communities have the opportunity to explore given limited resources: 1) have &amp; implement a plan; 2) remove barriers; 3) destination building; 4) establish business resources and 5) foster partnerships. The images are of Oconomowoc, however, the activities, projects and programs can be replicated in communities large and small throughout Wisconsin. <b>Speaker:</b> Bob Duffy, <i>Economic Development Director, City of Oconomowoc</i></p> <p style="text-align: right;"><i>SPONSORED BY</i> </p> <p style="text-align: right;"><i>SPONSORED BY</i> </p>
<p>2:20 pm</p>	<p><b>Redevelopment Resources Expo and Networking Break</b></p> <p style="text-align: right;"><i>SPONSORED BY</i> </p>
<p>2:45 pm - 3:30 pm Executive Ballroom  Regency AB</p>	<p><b>HIGH IMPACT BREAKOUT SESSIONS (2)</b></p> <p>1. <b>Politics and the Economy: Advocacy &amp; the Impact of Economic Development Policy in Wisconsin</b> Learn how to prepare a more effective lobbying message on the local, state and federal levels. Participants will gain effective legislative advocacy skills, learn how the legislature works and become more engaged in local, state and federal levels. <b>Lead Speaker:</b> Michael Welsh, <i>VP of Legislative Affairs &amp; Communications, Wisconsin Economic Development Association</i> <b>Featuring:</b> • James Bohl, <i>Chief of Staff, City of Milwaukee Mayor Cavalier Johnson</i> • Robert Dennik, <i>Vice President, VJS Construction Services</i></p> <p>2. <b>Steps to Generating New, Diverse Housing in Small Communities</b> Like many communities, Fort Atkinson (current population 12,500) experienced consistent population and housing growth for several decades leading up to 2008-09 and very little since that time. Leveraging many different tools and resources, the City is now poised to generate new diverse housing opportunities in the community. These proactive economic development initiatives can be replicated as a model for other small communities around the state that are in desperate need of creating new diverse housing starts and overcoming the challenges faced post-Great Recession in waiting for the private sector to lead new housing growth in the community. <b>Speakers:</b> • Ben Rohr, <i>Planner, Vandewalle &amp; Associates</i> • Rebecca Houseman Lemire, <i>City Manager, City of Fort Atkinson</i> • Andy Selle, <i>P.E., Director of Public Works, City of Fort Atkinson</i> • Chris Scherer, <i>City Council President, City of Fort Atkinson</i> • Brian Munson, <i>Principal Planner, Vandewalle &amp; Associates</i></p>

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## THURSDAY AFTERNOON, FEBRUARY 2, 2023

3:35 pm – 4:20 pm Executive Ballroom	<b>HIGH IMPACT BREAKOUT SESSIONS (2)</b>  <b>1. Covering All the Bases: Attraction, Retention &amp; Education</b> From the perspective that every student, intern and recent hire needs to be shown all of the outstanding amenities, employers and opportunities in your city, Envision Greater Fond du Lac is covering all the bases! Whether it's high school students about to graduate with no post-graduation plans, current college interns working in your city for the summer, or recent hires, it's imperative to roll out the red carpet and show them all your community has to offer! Learn about three programs that do just that. <b>Speakers:</b> <ul style="list-style-type: none"> <li>• Lisa McArthur, <i>Senior Director of Business Attraction, Envision Greater Fond du Lac</i></li> <li>• Bernadette Ericksen, <i>Director of Business Client Services, Envision Greater Fond du Lac</i></li> </ul>
Regency AB	<b>1. Redevelopment Obstacles: "You'll Never Guess What Happened..."</b> Every redevelopment project comes with its own set of interesting experiences, obstacles, and challenges to solve. Hear some of those interesting details from direct experience by those who have stories to tell. Problem-solving through challenges and finding solutions on the fly makes redevelopment of certain sites and buildings professionally rewarding. Overcoming obstacles takes patience and creativity. As we like to say, every challenge deserves a unique solution. Attendees will learn to dig deep into their professional networks and experience to think their way through common and uncommon obstacles to redeveloping challenging sites, buildings, and neighborhoods. <b>Speakers:</b> <ul style="list-style-type: none"> <li>• Kristen Fish-Peterson, <i>Principal &amp; CEO, Redevelopment Resources</i></li> <li>• Jeff Stone, <i>Regional Infrastructure Consultant and VP, Kapur</i></li> <li>• Travis Peterson, <i>Associate &amp; Economic Development Manager, Kapur</i></li> </ul>
4:30 pm Regency AB	<b>WEDA Annual Membership Meeting</b>
5:00 pm – 6:00 pm Regency CD	<b>Baker Tilly Keystone Networking Reception – Hyatt Regency</b> <b>All attendees are Welcome!</b>  <div style="text-align: right;">                 SPONSORED BY   </div>
8:00 pm – Midnight	<b>Networking Hospitality Suite – Hyatt Regency Grand Suite – 17th Floor</b> <b>175th Anniversary shot at 10:00 PM!</b>  <b>All attendees are Welcome!</b>  <div style="text-align: right;">                 SPONSORED BY    </div>



### Basic Economic Development Course

- Study the building blocks of economic development
- Understand economic development concepts, methods, and practices
- Join us for the four-day course in Green Bay, WI

See P. 22 for Course Details!

## CONFERENCE AGENDA

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### FRIDAY, FEBRUARY 3, 2023

7:30 AM Regency CD	<b>FIRE Keystone Breakfast - WEDA Networking Expo</b>	<b>SPONSORED BY</b> 
8:30 am  Regency AB	<b>Friday Morning Welcome</b> Mayor Cavalier Johnson, <i>City of Milwaukee</i>  <b>Workforce Attraction: Perspectives from the Community, Company &amp; Employees</b> As the landscape for talent remains tight and highly competitive; join a robust conversation from different perspectives on what can give our communities, our businesses and even our employees the “leg up” on attraction, engagement, and retention. <b>Moderator: Heather Turner Loth, MCR.w, Practice Leader - Project Development, Principal, EUA</b> <b>Distinguished Guests:</b> <ul style="list-style-type: none"> <li>Lafayette Crump, <i>Commissioner, Department of City Development, City of Milwaukee</i></li> <li>Lori Richards, <i>CEO, Mueller Communications, LLC</i></li> <li>Kari Atkinson, <i>SHRM-CP, Vice President of People &amp; Culture, ManpowerGroup</i></li> </ul>	<b>SPONSORED BY</b> 
9:30 am  Regency AB	<b>The Business Case for Public Investment in Early Childhood Education</b> The economic impact of the childcare shortage in Wisconsin costs our state's businesses more than a billion dollars in lost productivity and has made it more difficult to fill the more than 200,000 open jobs in the state. COVID-relief funds used to support childcare providers expires in January 2024. Without a substantial investment from the public combined with a strong partnership with businesses and the community, our state faces a childcare catastrophe. <b>Moderator: Chris Hardie, CEO, 7 Rivers Alliance</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li>Ruth Schmidt, <i>Executive Director, Wisconsin Early Childhood Association</i></li> <li>Priya Bhatia, <i>Policy Initiatives Advisor, Wisconsin Department of Children &amp; Families</i></li> <li>Paul Scharfman, <i>President, Specialty Cheese Company</i></li> <li>Angel Whitehead, <i>President &amp; CEO, Centergy, Inc.</i></li> </ul>	
10:15 am Regency CD	<b>'Last Call for Networking' - Raphael Industries Refreshment Break</b>	<b>SPONSORED BY</b> 
10:30 am  Regency AB	<b>Housing Development – Reaching the Finish Line</b> Bringing housing development to fruition is more challenging than ever in the current market environment. A diverse panel of stakeholders will share how they affect change through research, education, and advocacy, to find equitable solutions that serve common interests. This segment will provide best practices for identifying specific housing needs, public-private development collaboration, and creative funding sources. <b>Moderator: Sarah Hillenbrand, General Capital Group</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li>David Weiss, <i>Partner, General Capital Group</i></li> <li>Dave Porterfield, <i>Senior Advisor, Movin' Out' Inc.</i></li> <li>Deb Reinbold, <i>President-ThriveED &amp; Executive Director, Jefferson County Economic Development Consortium</i></li> </ul>	
11:15 am  Regency AB	<b>Developing a Data-Informed Regional Talent Attraction Strategy</b> Our special guest, Susan Koehn, a senior consultant at Lightcast (formerly EMSI/Emsi Burning Glass), a global leader in labor market analytics, brings you this can't-miss glimpse into using data to craft your community's talent attraction strategy. You'll gain an understanding of the labor market data insights that are most relevant to your region's talent attraction goals and how to target the right talent with authentic messaging about your community to fill key skills gaps. A partnership between the Wisconsin Economic Development Corporation (WEDC) and the state's nine Regional Planning Commissions (RPCs) make Lightcast Developer data available to eligible economic development organizations. <b>Moderator: Rebecca Gries, Vice President, Corporate Attraction &amp; Expansion, Milwaukee 7 (M7)</b> <b>Guest Speaker: Susan Koehn, Senior Consultant, Lightcast</b>	
12:00 pm Regency AB	<b>Governor's Conference - Closing Remarks</b>	