



2023

WEDA FALL BEST PRACTICES CONFERENCE







DRIVING INNOVATION FOR A THRIVING ECONOMY





SEPTEMBER 27 - 29, 2023 | JEFFERSON STREET INN, WAUSAU, WI

	THURSDAY, SEPT. 28, 2023
7:30 AM Jefferson Ballroom	Registration / Continental Breakfast / WEDA Networking Expo
8:30 AM Grand Ballroom	<p>Welcome – Sheldon Johnson, Chair, Wisconsin Economic Development Association</p> <p>Welcome to Wausau!</p> <p><i>Mayor Katie Rosenberg</i></p>
8:40 AM Grand Ballroom	<p>Building an Economy for All</p> <p>As the state's lead economic development organization, the Wisconsin Economic Development Corporation (WEDC) is working to create opportunities for everyone in Wisconsin to achieve economic well-being. Deputy Secretary Sam Ridders will highlight the agency's recent successes in strengthening communities, attracting and retaining workers, and helping businesses thrive.</p> <p>Guest Speaker: Sam Ridders, Deputy Secretary and Chief Operating Officer, Wisconsin Economic Development Corporation</p> <p><i>Sponsored by:</i></p> <p>BOLDT BUILD BOLDLY</p>
9:00 AM Grand Ballroom	<p>CONFERENCE KEYNOTE ADDRESS</p> <p>Introduction by: Rachel Smith, US BANK</p> <p>Creating the Future—How to Help Others Remember Our Best Future</p> <p>Leading is all about people, projects, organizations, and society. Our leadership is in fact, a bold act of creating the future. In this presentation, I will share my research about how to concretely engage others in understanding and imagining the best future. The stories you tell activate those around you to first rehearse and then remember and enact the future you've envisioned. We will discuss:</p> <ul style="list-style-type: none"> • The stories that visionary leaders tell to move people, projects, organizations and society. • How the brain remembers. • How we can strengthen our leadership and influence <p>Lyna Matesi, Coach, Educator, Facilitator, MBA Director, UW-Stevens Point Jennifer Hess, Associate Director of Continuing Education, UW-Stevens Point</p> <p><i>Sponsored by:</i></p> <p>usbank</p>
9:45 AM Jefferson Ballroom	<p>WEDA EXPO & NETWORKING BREAK</p> <p><i>Sponsored by:</i></p> <p>Miron Building Excellence</p>
10:15 AM Grand Ballroom	<p>Public Funding Opportunities</p> <p>In alignment with WEDA's core mission and vision to make Wisconsin a better place to live and work, attendees in this session will walk away with knowledge of Brownfields funding opportunities that may be available to assist businesses, communities, and individuals throughout Wisconsin.</p> <p>Moderator: Melissa Hunt, CECd, EDFP</p> <p>Speakers:</p> <p>Carah Koch, Federal Program Officer, US Department of Commerce Thomas Coogan, Local Government Ombudsman & Brownfields Policy Coordinator, State of Wisconsin</p>

<p>11:00 AM</p> <p>Grand Ballroom</p>	<p>Happening Under the Capitol Dome: How Policy Decisions Made in Madison can Advance or Hinder Economic Development</p> <p>Hear about what's happening in the State Capitol that can impact your profession, your community, and economic growth in Wisconsin. From the 2023 State Budget bill to stand-alone legislation, this session will explore what issues lawmakers are tackling to boost economic development, including proposals to address the state's workforce shortage, build Wisconsin's affordable housing stock, and help meet the childcare challenges faced by Wisconsin employees and employers.</p> <p>Moderator: Brad Elmer, <i>Baker Tilly</i> Speaker: Michael Welsh, <i>Vice President of Legislative Affairs & Communications, Wisconsin Economic Development Association</i></p> <p><i>Sponsored by:</i> </p>	<p>SPEEDY JAM SESSION #1 11:00 – 11:20 AM Exhibit Hall</p> <p>You've Got It All Wrong! New Insight for Economic Development</p> <p>The past couple of decades have introduced many new data sources, opening doors to new methodologies and insight for more effective planning and marketing. This session explores these emerging tools.</p> <p>Moderator: Kathy Heady, <i>WEDA</i> Speaker: Michael Stumpf, <i>President, Place Dynamics, LLC</i></p> <p><i>Sponsored by:</i> </p>			
<p>11:45 am</p> <p>Grand Ballroom</p>	<p>Community Economic Development Awards (CEDA) Luncheon</p> <p>Introduction By: Kristen Fish-Peterson, <i>Principal & CEO, Redevelopment Resources</i> Guest Emcee: Representative Patrick Snyder</p> <div data-bbox="354 1094 771 1245" style="background-color: #e6f2ff; padding: 10px; border: 1px solid #add8e6;"> <p>EARLY BIRD REGISTRATION DRAWING! <i>Sponsor: The Milk Merchant</i></p> </div> <p style="text-align: center;">CEDA AWARD SPONSORS</p> <table border="0" style="width: 100%;"> <tr> <td style="text-align: center; vertical-align: top;"> <p><i>CEDA Partners:</i></p> <div style="display: flex; flex-direction: column; align-items: center;">      </div> </td><td style="text-align: center; vertical-align: top;"> <p><i>CEDA Award Sponsors:</i></p> <div style="display: flex; flex-direction: column; align-items: center;">     </div> </td><td style="text-align: center; vertical-align: top;"> <p><i>CEDA Supporter:</i></p>  </td></tr> </table> <div style="text-align: right; margin-top: 20px;">  </div>		<p><i>CEDA Partners:</i></p> <div style="display: flex; flex-direction: column; align-items: center;">      </div>	<p><i>CEDA Award Sponsors:</i></p> <div style="display: flex; flex-direction: column; align-items: center;">     </div>	<p><i>CEDA Supporter:</i></p> 
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	<p>communities. IFF provides loans, consulting, and development support to mission-driven nonprofits to help communities thrive. Key to our success has been a deep sense of purpose, a broad perspective, and a relentless focus on achieving positive results.</p> <p>Moderator: Joe Schuchardt, Director of North Central Operations, Findorff</p> <p>Speaker: Darian Luckett, Director of Lending, IFF Milwaukee</p> <p><i>Sponsored by:</i>  Strengthening nonprofits and the communities they serve.</p>
<p>3:20 PM</p> <p>Grand Ballroom</p>	<div> <p>Unlocking the Power of Military Veterans: Best Practices for Recruitment, Development, and Retention</p> <p>This session aims to provide valuable insights and strategies to organizations seeking to effectively tap into the unique skills and experiences that military veterans bring to the civilian workforce. This session will explore various best practices that can be implemented to recruit, develop, and retain veteran talent, along with methods to uncover new talent pipelines and enhance veteran engagement within the organization.</p> <p>Moderator: Rebecca Deschane, The New North</p> <p>Speaker: Zach Zabel, Vice President of Programs, Wisconsin Veterans Chamber of Commerce</p> </div> <div> <p>SPEEDY JAM SESSION #3</p> <p>3:20 – 3:40 PM Exhibit Hall</p> <p>Wisconsin's Economic Future: Retaining Business & Talent Through Effective Succession Planning</p> <p>Wisconsin faces a staggering potential loss of businesses and associated talent over the next ten years due to lack of succession planning by Baby Boomer business owners. Explore illuminating data and effective strategies that support the joint interests of businesses, talent and communities.</p> <p>Moderator: Carol Maria, FDIC</p> <p>Speakers:</p> <p>Jayne McQuillan, Owner/President, Journey Consulting, LLC</p> <p>Diane C. Lupke, President, Diane Lupke & Associates</p> <p><i>Sponsored by:</i></p> <div>   </div> </div>
4:00 PM	Attendees to walk to Whitewater Music Hall Brew Co., 130 1st Street, for final session.
<p>4:30 – 6:00 pm</p> <p>Whitewater Music Hall Brew Company</p>	<p>Transplanted & Growing Roots -- Networking Reception to follow</p> <p>What can we learn from the people who chose to leave their hometowns and put down roots in a new community? This roundtable will ask why people from all over the U.S. decided to relocate to Wausau. Hear straight from the people who moved and love their new community.</p> <p>Host/Leader: Liz Brodek, Development Director, City of Wausau</p>
<p>7:00 – 9:00 PM</p> <p>Meet in Lobby at 6:30 pm</p>	<p>DINE-Arounds in Downtown Wausau</p> <p>6-7 downtown restaurants to choose from! (Make your Reservation by 3:00 pm)</p>
8:30 – 9:30 PM	Networking at MaLarkey's Pub & Townie's Grill, 408 N. 3rd Street OPEN TO ALL!
8:30 – 11:00PM	<p>Hospitality Suite at Jefferson Street Inn</p> <p>ROOM #325 OPEN TO ALL!</p> <p><i>Sponsored by:</i></p> <div>    </div>

FRIDAY, SEPTEMBER 29, 2023		
7:15 AM Jefferson Ballroom	F.I.R.E. Breakfast Buffet WEDA Networking Expo Open until 10 AM <i>Sponsored by:</i> 	<div> Mobile Career Lab Jefferson Street Inn Parking Lot The Dept. of Workforce Development's Mobile Career Lab delivers workforce resources and services to individuals and businesses throughout Wisconsin. Open to conference attendees throughout the morning until 12:30 PM today! PLAN TO VISIT! </div>
8:15 AM Grand Ballroom	Friday Morning Welcome – Kathryn Berger, CG Schmidt Guest Speaker: Elmer Moore, Jr., Chief Executive Officer, WHEDA Using Human Centered Design as a Community Development Tool Using Human Centered Design as a way of partnering with communities can pave the way to develop unique pathways in addressing housing needs. WHEDA has used the Human Centered Design (HCD) process to lead them through two pilot initiatives. In this panel discussion, WHEDA, along with Greater Good Studios, will discuss how HCD is being used in community development and engagement, the benefits of HCD, lessons learned, and how communities can use HCD to work on solutions towards achieving their housing and economic development planning goals. Speakers: Rebecca Giroux, Community and Economic Development Officer, WHEDA Ana Simpson, Director – Community and Economic Development, WHEDA Sara Cantor, Co-Founder and Executive Director, Greater Good Studio <div> <i>Sponsored by:</i>  </div>	

	<p>perspectives from local leaders. You will walk away with persuasive reasons to consider ESG and tips to incorporate that generates value and longevity for Wisconsin's businesses and communities.</p> <p>Facilitator: Carol Maria, <i>Community Affairs Specialist, Federal Deposit Insurance Corporation</i></p> <p>Panelists:</p> <p>Jessy Servi Ortiz, <i>Managing Director, Wisconsin Sustainable Business Council</i></p> <p>Dani Taube, <i>Marketing Coordinator, Roastar</i></p> <p>Lisa M. Ashenbrenner-Hunt, <i>Environmental Assistance Coordinator, WI Department of Natural Resources</i></p> <p>Bryant Esch, <i>Corporate Sustainability Manager, Waupaca Foundry, Inc.</i></p> <p style="text-align: right;"><i>Sponsored by:</i> incrediblebank™</p>
11: 00 AM Grand Ballroom	<p>Community Childcare Innovations</p> <p>Childcare is hindering Wisconsin's workforce and economic vitality. Along with advocacy for childcare reform, many communities have begun work in their own backyards to increase childcare capacity and affordability. These innovative childcare models support their local workforce and business community while also ensuring children and childcare workers are in high quality, well-resourced care environments. This session gives a brief overview of the childcare challenges and then highlights 3-4 communities' innovative childcare projects.</p> <p>Moderator: Marie Barry, <i>Rural Wisconsin Health Cooperative</i></p> <p>Speakers:</p> <p>Donna Jost, <i>Early Learning Campus Director, Madison Area Technical College</i></p> <p>Erin Trondson, <i>Early Care & Education Program Manager, Madison Area Technical College</i></p> <p>Olivia Otte, <i>Executive Director, Green County Economic Development Corporation</i></p> <p>Angie Close, <i>Executive Director, Langlade County Economic Development Corporation</i></p>
12 Noon Washinton Ballroom	<p>CONFERENCE CLOSING</p>

Conference Supporting Sponsors:

