

**Energizing Wisconsin: Power in Economic Development**

**May 28, 2024**

**3 – 4:30pm**

**Webinar**

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| Organization Contact Person and Contact Information | Wisconsin Economic Development Academy Chairperson and Wisconsin Economic Development Association Board Chair |
| General Organization Information (i.e. website address, short description of organization, etc.) | For over 45 years, the Wisconsin Economic Development Association (WEDA) has represented the economic development interests of both the private and public sectors through advocacy, education, and leadership on statewide initiatives. Driven by the needs of our members, we are committed to providing the resources and tools to promote economic prosperity in Wisconsin. WEDA is proud of our history, our growing list of accomplish­ments, and our past, current, and future efforts that make it possible for economic development professionals and organizations to be successful. The WEDA Academy aims to advance economic development through education and offers multiple training opportunities on the leading economic and community development issues of the day. The seminars are taught by recognized industry experts and provide continuing education credits. |
| Academy Course Model | Briefing Webinar (90 Minutes) |
| Name of Academy Course: | **Energizing Wisconsin: Power in Economic Development** |
| Technology Required (Virtual meeting platform, LCD projector, flip chart, etc.) | Virtual platform |
| Training Objectives | the course objectives include:   * To gain solid knowledge on power generation, transmission, and distribution * A good grasp of key terminology used in effectively answering RFP/RFI questions * Introductory knowledge of utility regulation and how utilities ensure reliable power through operating systems * Tools to use in helping utilities provide better responses to key project questions and issues facing the utility industry today |
| Description of Session or Course | Industrial and commercial projects continue to require more power to operate. Add the future of electric vehicles and electrification of our communities, and you will begin to see the importance a utility plays in the growth of the economy. Without reliable, affordable, and renewable energy, there is no path to economic growth. Energizing Wisconsin: Power in Economic Development will introduce economic developers to the basics of utilities. The course will provide a brief overview on the utility industry how it works and the current trends and limitations the utility industry is facing today. |
| Training Deliverables | Attendees will gain knowledge about:   * how power is generated transmitted and distributed * key terminology needed to answer RFP/RFI questions * how utilities are regulated how utilities ensure reliable power through operating systems * how to help utilities provide better responses to key project questions and issues facing the utility industry today |
| **Lead Instructor’s Name** | Coleman Peiffer, AICP - Senior Manager Community and Economic Development -  Alliant Energy | LinkedIn**Coleman Peiffer, AICP, Manager Customer and Community Development, Alliant Energy**  Coleman Peiffer has over 15 years of experience in  economic development. As the Manager of Customer and Community Development at Alliant Energy, Coleman is responsible for the attraction of new business into Alliant’s Wisconsin service territory promoting the business climate, workforce availability, sites and utilities. Coleman also oversees the companies key account managers and gas conversion teams. Prior to his role with Alliant Energy, Coleman led the State of Wisconsin’s business attraction department successfully marketing and attracting major projects to the state. During his tenure with the Wisconsin Economic Development Corporation (WEDC), Coleman helped attract over $11 billion in capital expenditures and 15,000 new jobs to the state. Specifically, Coleman led attraction efforts on Foxconn, Haribo of America, Johnsonville and Saputo Cheese site selection process. Coleman also has experience consulting individual businesses on their expansion efforts. Coleman was a manager at Ernst and Young based in Chicago where he assisted Fortune 500 companies in their investment strategies and expansion efforts. Coleman was named Wisconsin Economic Development Association’s Young Professional of the Year in 2017 for his work in economic development with WEDC and most recently a top 50 economic developer in North America by Consultant Connect. He earned his Bachelor’s degree in Broadcast Journalism from Arizona State University and a double Masters in Public Administration and Urban Planning from the University of Wisconsin – Milwaukee. Coleman is also a member of the American Institute of Certified Planners (AICP). |
| Instructors' Names #2 | Julie Thoney | wisconsinacademy.org**Julie Thoney, Community Service & Economic Development Manager**  Julie Thoney has been with for Xcel Energy for 25 years and has held various positions in Customer Care, Service Policy, and Energy Efficiency. For the past seven years, her role as the Community Service & Economic Development Manager places her at the forefront of collaborating with communities, local governments, and  prospective customers to align their energy needs with cleaner sources of energy. Thoney is also the Xcel Energy liaison for local non-profit philanthropy, serving on multiple boards including the Women’s Giving Circle, the United Way of the Greater Chippewa Valley Endowment Board, and the Chippewa Valley Museum Board. |
| Instructor Names #3 | Jenny Kuderer-Radcliffe - Economic Development Manager - Dairyland Power  Cooperative | LinkedIn**Jenny Kuderer-Radcliffe, CEcD, EDFP serves as an Economic Development Manager for Dairyland Power Cooperative.**  Jenny Kuderer-Radcliffe works with Dairyland’s member electric distribution cooperatives in Western Wisconsin, Southeast Minnesota, Northeast Iowa and Northwest Illinois on a wide variety of business and community growth, attraction and economic development readiness initiatives. Jenny has over 20 years of experience in community and economic development at the state, regional and local level. She holds a bachelor’s degree in Economics and Public Administration from UW-La Crosse and a Master of Business Administration from Viterbo University. Jenny is a Certified Economic Developer through the International Economic Development Council and holds the Economic Development Finance Professional certification from the National Development Council. She has also completed the Advanced Economic Development Leadership Program sponsored by The University of Alabama, Clemson University, University of Southern Mississippi and Texas Christian University and holds a Certificate of Specialization in Leadership & Management from Harvard Business School Online. |
| In this section, provide the Location (city, state) of each Instructor | Coleman Peiffer, Madison  Julie Thoney, Eau Claire  Jenny Radcliffe, LaCrosse |