


ECONOMIC DEVELOPMENT

*Best Practices within Electric Cooperative
and Municipal Utility Communities*



October 23-24, 2017
Hyatt Regency Louisville
Louisville, KY



FEATURING
Kentucky Bourbon Tasting
Jim Beam Urban Still House

POST-CONFERENCE WORKSHOP



**Data-Driven Strategies
for Business Attraction,
Retention & Expansion**

TUESDAY, OCTOBER 24, 2017

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IACET to offer 1.0 CEUs for
this conference and 0.4
CEUs for the workshop

HOST UTILITY

Kentucky's Touchstone Energy® Cooperatives 

OVERVIEW

This conference is designed to help participants understand the role of economic development that utilities can fill within the U.S. rural electric cooperative and municipal utility communities.

The integrated design of the cooperative (coop) and municipal (muni) utility business model grants the opportunity for this industry to help better serve the communities for which they provide power. As owners and operators of the generation, transmission and distribution assets within their communities, coops and munis offer the multiple benefits of providing safe, affordable and reliable power, while also serving as significant economic drivers within their communities. Their economic development efforts facilitate the growth of jobs, investment and electric load through attraction of new industrial and commercial activity, as well as expansion and retention of existing business and facilities in the service areas of electric cooperatives.

Attendees will also focus on the importance of technology innovations, engaging the new workforce generation and how these aspects impact economic development for cooperative and municipal communities.

LEARNING OUTCOMES

- Identify how cooperatives and municipal utilities benefit the communities they serve
- Assess how to leverage the multiple economic development tools available through the coop and muni business models
- Discuss state and regional efforts in economic development
- Evaluate available innovative technologies tools and measures
- Review rural development programs used to expand economic development opportunities
- Discuss the changing face of workforce needs
- Identify the types of individuals and locations where additional training or support could be used to help produce a more highly skilled workforce
- Identify what role coops and munis can play in assisting their communities to develop a tech workforce
- Assess how businesses and communities are responding to demands for energy efficiency and renewable energy
- Evaluate best practices for site readiness and what needs to be done to “close the deal”
- Discuss a site selector’s perspective and how a utility/community business development effort can best compete
- Examine the impact that power availability, capacity and generation have on communities’ ability to compete

WHO SHOULD ATTEND

- Electric utility cooperative member-owners
- Municipal staff responsible for utility operations
- Regional and state economic development professionals
- Long-range and business planning personnel
- IT personnel
- Human resource personnel
- Marketing and project management personnel
- Co-op and municipal business development personnel
- New cooperative and municipal employees and seasoned employees who need a refresher
- Community affairs and public relations personnel
- Business and real estate investors

AGENDA

MONDAY, OCTOBER 23, 2017

- 8:00 – 8:30 am** **Registration and Continental Breakfast**
- 8:30 – 8:45 am** **Welcome and Overview**
Kentucky's Touchstone Energy Cooperatives
- 8:45 – 9:30 am** **Electric Cooperatives, Municipal Utilities and Their Impact on Economic Development**
The integrated design of the cooperative and municipal utility business model grants the opportunity for this industry to help better serve the communities they provide power to. This session will provide an overview of the industry and how electric cooperatives and municipalities can better help the communities they serve.
Rodney Hitch, Economic Development Manager, Kentucky's Touchstone Energy Cooperatives
Jessica Rogers, Energy Services Manager, Denton Municipal Electric
- 9:30 – 10:00 am** **The Changing Face of Workforce Needs**
Even a cursory glance at local headlines tells a tale of the demand for skilled workers, and begs for new, innovative strategies to fill the growing void in the Commonwealth. Registered Apprentices are a cost-effective way to fill that void. Benefitting employers, with solid evidence to support return on investment, this earn and learn model offers flexibility to meet the multifaceted needs of our diverse workforce. Join me in this session to explore Kentucky's culture change and explosive success with what is rapidly becoming a national model for training and employability.
Hon. Derrick Ramsey, Secretary of Labor, Kentucky's Workforce Development Cabinet
- 10:00 – 10:15 am** **Morning Break**
- 10:15 – 11:15 am** **Economic Development Comprehensive Labor Study**
When it comes to deploying effective economic development strategies, it is vital to understand the residing community's labor force. South Carolina's Power Team has conducted a study to assist in these efforts. The speaker will discuss best practices used to assist in identifying the types of individuals and locations where additional training or support could be used to help produce a more highly skilled workforce. This comprehensive labor study discussion includes the following study areas:
- Commuting Analysis
 - Underemployment Assessment
 - Skills Gap Analysis
- Tim Duerr, Director of Research, South Carolina Power Team*
- 11:15 am – 12:00 pm** **Secrets to Our Success**
This session will focus on new technology available for Economic Development professionals. PowerMap, the first of its kind, is a tool that puts the power of locational knowledge in the hand of economic development professionals with detailed cooperative service territory maps, state of the art drone flights to showcase top industrial sites as well as leveraging StateBook economic development data. The results of these efforts have been historic.
Brad Thomas, Economic Development Associate Manager, Kentucky's Touchstone Energy Cooperatives
- 12:00 – 1:00 pm** **Group Luncheon**



AGENDA

MONDAY, OCTOBER 23, 2017 (CONTINUED)

1:00 – 1:45 pm

Rural Development Programs

Rural Development programs have had a positive impact on Rural America. There are several programs used effectively by cooperatives to expand economic opportunities in Rural America. This session will provide a summary of available programs for rural communities (including multiple federal, state, non-profit, private/public, foundations, downtown, infrastructure, planning, façade, retail, workforce development programs etc.). It will also encourage communities to think outside the box in searching for rural economic development resources, gain a better understanding of realistic and feasible economic development expectations, and describe how to effectively deliver this message to the rural communities being served.

Lorie Vincent, Executive Director, Team Texas

1:45 – 2:30 pm



Renewable Energy, Sustainability, and Economic Development

How are businesses and communities responding to demands for energy efficiency and renewable energy? Denton Municipal Electric has implemented multiple strategies to leverage ongoing renewable energy and sustainability approaches to attract and retain businesses.

Jessica Rogers, Energy Services Manager, Denton Municipal Electric

2:30 – 3:00 pm

Networking Break

3:00 – 4:45 pm

PANEL: Economic Development: State and Regional Efforts

This session will focus on state and regional efforts for economic development initiatives and strategies used to benefit communities for which the cooperatives and municipalities provide power.

Lorie Vincent, Executive Director, Team Texas

Tim Feemster, Managing Principal, Foremost Quality Logistics

Brett Traver, Executive Director, Southeast Kentucky Economic Development Corporation

Tim Duerr, Director of Research, South Carolina Power Team

Bryan Parker, Economic Development Representative, Alabama and Florida, Powersouth Energy Cooperative

4:45 pm

End of Day 1

5:00 pm

Kentucky Bourbon Tasting: Jim Beam Urban Still House

"Secret Ingredient: Rural Electricity"

TUESDAY, OCTOBER 24, 2017

7:30 – 8:00 am

Continental Breakfast

8:00 – 8:30 am

Developing a Tech Workforce

The statistics are mind-boggling. There are more than 250,000 unfilled information technology jobs available in the United States, at an average expense of \$407 dollars a day. Meanwhile, there are some 9 million unemployed workers and millions more that are under-employed making half or less of their potential earning wages. The primary reason for this gap is education. The country is not educating individuals to fill the needs of today's businesses. However, there is a way for businesses to narrow that gap quickly and utilize the very people who lack the right skills, but are willing to learn and to work. This session will discuss how to start driving the workforce in a community.

Ankur Gopal, TECHHIRE Initiative

AGENDA

TUESDAY, OCTOBER 24, 2017 (CONTINUED)

8:30 – 9:30 am

PANEL: Economic Development Technology and Innovation

This session will focus on the innovative, high-tech approaches to economic development and site selection processes such as drones, applications and data collection.

Ankur Gopal, CEO, Interapt

Taylor Kelly, President, QK4

Tim Duerr, Director of Research, South Carolina Power Team

9:30 – 9:45 am

Morning Break

9:45 – 10:30 am

Preparing for the Main Event: Is Your Community (Or Site) Ready?

It all starts with the basics of site and infrastructure development and how this is influenced by the market. Fundamentally, municipalities and rural communities vying for businesses to re-locate in their area need to be prepared to address these topics at the highest level or else the technology, workforce and economic development incentives really don't matter. This session will focus on site and infrastructure preparedness, market dynamics, how to evaluate sites for readiness and what needs to be done to "close the deal".

Joseph C. Hines, Principal & Director of Economic Development, Timmons Group

10:30 – 11:15 am

Preparing to Win: A Site Selector's Perspective

- Evaluating what the utility/community can offer and in what context(s) where/how a utility/community business development effort can best compete
- Competitive assessment and message
- Awareness that different industries have different utility requirements and what those are
- Ensuring that business development strategy must be paired with an existing, available project site
- Collaboration between Utilities/State/Regional/Local economic development organizations is critical to success
- Site availability and readiness

Tim Feemster, Managing Principal, Foremost Quality Logistics

11:15 – 11:45 am

Data is Power: Economic Development as it Relates to Power Availability, Capacity and Generation

As utilities increasingly take a leadership role in economic development the traditional for-profit utility business model is being challenged. Globalization is driving regionalism and communities are realizing the need to collaborate to compete. Public power utilities, rural electric cooperatives and municipal utilities, therefore, are influencing economic development in innovative ways to not only serve their businesses and citizens through providing cost-effective and reliable electricity, but to also improve business retention and expansion, create jobs, contribute to quality-of-life attributes and drive meaningful change aimed at ensuring their communities are future-ready. This session will examine the impact that power availability, capacity and generation have on communities' ability to compete, and will take a look at StateBook's state-by-state "Electricity in America" scorecard. It also will focus on select case studies where public-power utilities' economic development initiatives have directly driven meaningful regional growth.

Calandra Cruickshank, CEO, StateBook

Every attendee will receive StateBook's recent series of electricity reports

11:45 am

Conference Adjourns

WORKSHOP

POST-CONFERENCE WORKSHOP

Data-Driven Strategies for Business Attraction, Retention & Expansion

TUESDAY, OCTOBER 24, 2017

12:30 – 1:00 pm **Workshop Registration**

1:00 – 4:30 pm **Workshop Timing**

OVERVIEW

Rapidly changing technologies continue to dramatically impact business and community growth. We will take a look at how emerging technologies like robotics, autonomous vehicles and big data increasingly affect how communities are measured by companies and site selectors when locating projects, particularly around skilled workforce, infrastructure and utility rates. We will also provide tangible tools to effectively communicate the need for additional power resources in your communities to support the industries emerging around these new technologies.

Participants will learn how to effectively use data and technology to help steer your communities toward the appropriate industry clusters, how to collaborate with your local community colleges and universities to grow and retain talent and businesses, and how to benchmark your community against your competition and strategically communicate your region's data-driven story to win projects.

This workshop will focus on how site selectors, businesses and economic developers can enhance both efficiency and effectiveness in discussions with key decision-makers, build a data-driven case for location decisions, ensure companies' power resource needs can be readily communicated and lay the foundation for businesses and communities to build sustainable, long-term partnerships.

LEARNING OUTCOMES

- Utilize advanced online tools to efficiently identify a region's assets
- Analyze community data to get ahead of the competition
- Respond efficiently to RFIs, apply for grants, support and expand economic development initiatives
- Establish a baseline for workforce analysis
- Develop a framework for integrating innovative economic development tools to effectively engage and target businesses according to your region's attraction and retention goals

AGENDA

TUESDAY, OCTOBER 24, 2017

- Introduction to StateBook for economic developers and utility partners
- East Kentucky Power Cooperative Case Study: Laying the groundwork for driving billions in new investment
- Nebraska (NPPD) Case Study
- Electricity & Economic Development: How to Communicate Power Service Constraints to Various Stakeholders
- Increasing regional visibility for Foreign Direct Investment (FDI)
- Assessing Industry & Workforce: Building a baseline for a comprehensive community workforce analysis and best fit targeted industries
- Data Test Drive: Experience the power of data to enhance community development
- Final Q&A

WORKSHOP INSTRUCTORS



Calandra Cruickshank

Founder and CEO, StateBook International

Calandra Cruickshank is founder and CEO of StateBook International, the first online platform providing location intelligence for business and community growth. Companies use StateBook's data and mapping solutions for portfolio strategic planning and location transaction activity. StateBook provides standardized data, comparable for every U.S. community, around workforce, incentives, utility rates, taxes, supply chain, and more. Ms. Cruickshank is a member of Corenet, the International Economic Development Council, the Utility Economic Development Association and IAMC. She earned a Bachelor's degree in journalism from the University of Colorado at Boulder.



Tim Feemster

Managing Principal of Foremost Quality Logistics

Tim Feemster, as Managing Principal of Foremost Quality Logistics, has over 40 years of experience in site selection, economic development strategy consulting, DC network optimization, 3PL selection, and strategic planning. He has been a manager in three manufacturing companies, a consultant, an executive in two 3PLs, and a Practice Group Leader for two Real Estate Companies. He is a frequent presenter and is quoted regularly in both the supply chain and real estate press.

INSTRUCTIONAL METHODS

Case studies, PowerPoint presentations, panel and group discussion will be used in this event.

REQUIREMENTS FOR SUCCESSFUL COMPLETION

Participants must sign in/out each day and be in attendance for the entirety of the conference to be eligible for continuing education credit.

IACET CREDITS



EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

EUCI is authorized by IACET to offer 1.0 CEUs for this conference and 0.4 CEUs for the workshop

EVENT LOCATION

A room block has been reserved at the Hyatt Regency Louisville, 311 S Fourth Street, Louisville, KY 40202, for the nights of October 22-23, 2017. Room rates are US \$179 plus applicable tax. Call **1-502-581-1234** for reservations and mention the EUCI event to get the group rate. The cutoff date to receive the group rate is October 9, 2017 but as there are a limited number of rooms available at this rate, the room block may close sooner. ***Please make your reservations early.***

REGISTER 3, SEND THE 4TH FREE

Any organization wishing to send multiple attendees to this conference may send 1 FREE for every 3 delegates registered. Please note that all registrations must be made at the same time to qualify.

Please make checks payable to: "PMA"

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A room block has been reserved at the Hyatt Regency Louisville, 311 S Fourth Street, Louisville, KY 40202, for the nights of October 22-23, 2017. Room rates are US \$179 plus applicable tax. Call **1-502-581-1234** for reservations and mention the EUCL event to get the group rate. The cutoff date to receive the group rate is October 9, 2017 but as there are a limited number of rooms available at this rate, the room block may close sooner. **Please make your reservations early.**

PLEASE SELECT

- ECONOMIC DEVELOPMENT BEST PRACTICES WITHIN ELECTRIC COOPERATIVE & MUNICIPAL UTILITY COMMUNITIES CONFERENCE AND WORKSHOP:** OCTOBER 23-24, 2017: US \$1795
EARLY BIRD on or before OCTOBER 6, 2017: US \$1595
Muni & Coop Rate \$1495, Early Bird \$1295
- ECONOMIC DEVELOPMENT BEST PRACTICES WITHIN ELECTRIC COOPERATIVE & MUNICIPAL UTILITY COMMUNITIES CONFERENCE ONLY:** OCTOBER 23-24, 2017: US \$1395
EARLY BIRD on or before OCTOBER 6, 2017: US \$1195
Muni & Coop Rate \$1195, Early Bird \$995
- POST-CONFERENCE WORKSHOP ONLY**
TUESDAY, OCTOBER 24, 2017: US \$595
EARLY BIRD on or before OCTOBER 6, 2017: US \$495
- I'M SORRY I CANNOT ATTEND, BUT PLEASE EMAIL ME A LINK TO THE CONFERENCE PROCEEDINGS FOR US \$395



How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.)

Print Name

Job Title

Company

What name do you prefer on your name badge?

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OR Enclosed is a check for \$ _____ to cover _____ registrations.

Substitutions & Cancellations

Your registration may be transferred to a member of your organization up to 24 hours in advance of the event. Cancellations must be received on or before September 22, 2017 in order to be refunded and will be subject to a US \$195.00 processing fee per registrant. No refunds will be made after this date. Cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCL event. This credit will be good for six months from the cancellation date. In the event of non-attendance, all registration fees will be forfeited. In case of course cancellation, EUCL's liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices at (201) 871-0474.