

**2011 Governor's Conference on Economic Development
September 21-23, 2011
University Plaza Hotel & Convention Center, Springfield, MO**

Breakout Sessions

Thursday, September 22, 2011

Breakout Session Topics:

Time: 10:30 am – 11:30 am

Room: John Q's

Title: **Enhance Your Presentation Skills**

Speaker: *Elizabeth Dudash, Ph.D.*, Assistant Professor, Department of Communications, Missouri State University

Description: *From the five-minute elevator pitch to a formal presentation, effective communication skills are essential to success in any field, including economic development. This session will focus on presentations and public speaking, providing strategies and tips to help build better skills for scenarios such as meetings, speeches, conferences and training sessions. Tools learned in this session will heighten effectiveness in your speaking opportunities with improved presentations and strengthened communication techniques.*

Time: 10:30 am – 11:30 am

Room: Arkansas

Title: **Road Trip Rewards – Example of Public/Private Marketing Coordination**

Speaker: *Katie Steele Danner*, Director, Division of Tourism, Missouri Department of Economic Development

Description: *Public/private partnerships are an effective way to provide the general public with information about your business, its potential and your product without incurring 100% of the cost. The Missouri Division of Tourism partnered with 411 McDonald's stores in the Road Trip Rewards program this year. As Missouri families began planning their summer getaways, they made decisions based on where they would get the best value for their money. Missouri Division of Tourism's goal in this public/private partnership was to help Missouri destination partners communicate their value offers to as many potential visitors as possible in order to grow their business. Come listen as we explain and provide information on how to work with private industries on potential projects and get exposure for less.*

Time: 10:30 am – 11:30 am

Room: Kansas A

Title: **Transportation: A Part of the Economic Solution**

Speaker: *Dave Nichols*, Chief Engineer, Missouri Department of Transportation

Description: *In this session, MoDOT's Chief Engineer will discuss how, in an uncertain economic climate, transportation is not the problem; it is part of the solution. Transportation has always been directly linked to growing economic opportunities. Missouri is geographically*

poised to take advantage of accessibility to growing markets, employment and additional investments like the completion of the Panama Canal expansion will bring in 2014. But to remain competitive in the global economy, we must invest in a sound, integrated transportation system that takes advantage of Missouri's location at the crossroads of America.

Time: 10:30 am – 11:30 am
Room: Kansas B
Title: **Obtain Government Contracts and Short Term Lending**
Speaker: **Rhonda Wilson**, Central Region Project Director, US DOT Small Business Transportation Resource Center (SBTRC)
Description: *The SBTRC provides small businesses at the state and local level with valuable information and technical assistance to become better prepared to compete for federal, state, and local transportation contracts. This session will focus on services to small businesses, including qualifying small transportation-related businesses. Topics include discussions about business certification advantages, business database registration options, and the USDOT Short Term Lending Program (STLP) for qualified small businesses.*

Time: 10:30 am – 11:30 am
Room: Kansas C
Title: **Targeted Industry Clusters for Missouri – Part 1: Advanced Manufacturing; Energy Solutions; and Transportation/Logistics**
Speaker: **Dusty Cruise**, President & CEO, Missouri Enterprise; **Dr. John Kent**, Logistics & Supply Chair Program Coordinator, Missouri State University; and **John Campbell**, Executive Director, Missouri Energy Initiative
Description: *The target cluster analysis portion of the Strategic Initiative for Economic Growth defined seven target sectors in Missouri and the opportunities and challenges involved in effectively growing them. In this session, a panel of experts will discuss the issues, trends, and opportunities of the Advanced Manufacturing, Energy Solutions, and Transportation/Logistics targeted industry sectors. (Part 1 of 2 sessions).*

Time: 10:30 am – 11:30 am
Room: Colorado B
Title: **Missouri's Economic Recovery – New Building & Energy Codes**
Speaker: **Matt Belcher**, CGP, Belcher Custom Homes/Verdatek Solutions LLC
Description: *Given the dramatic advances in building codes, especially energy codes, they are going to have a dramatic impact on the economic recovery of housing. The revitalization of Missouri's communities will play a major role in the future of Missouri's recovery and have a huge impact on housing our citizens.*

Time: 3:00 pm – 4:30 pm
Room: John Q's
Title: **Workforce Training Programs with an Impact on Economic Development** [Attachment 1](#) [Attachment 2](#)
Speaker: *Leanna Gerald*, Workforce Program Manager, Iowa Department of Economic Development; *Laurie Timm*, Workforce Program Manager, Wyoming Department of Workforce Services; and *Gary Weaver*, Assistant Director – AIDT, Alabama
Description: *Workforce training programs help provide qualified, skilled labor and are usually a top demand for business recruitment, as well as retention projects. This workshop features an expert panel of three states that offer competitive and innovative workforce training programs. Learn how Alabama, Iowa and Wyoming provide workforce training to businesses in their respective states and see how Missouri compares to other states in terms of its operation of workforce training programs.*

Time: 3:00 pm – 4:30 pm
Room: Arkansas
Title: **The Future of the Electric Industry in Missouri – To Build or Not to Build** [Presentation 1](#) [Presentation 2](#) [Presentation 3](#) [Presentation 4](#)
Speaker: *Maurice Brubaker*, Brubaker & Associates, Inc.; *Lewis Mills*, Public Counsel, Office of the Public Counsel; *John Rogers*, Manager, Energy Resource Analysis, Missouri Public Service Commission; and *Warren Wood*, Vice President of Regulatory & Legislative Affairs, Ameren Missouri
Description: *Missouri's comparatively low electric rates are an advantage in our economic development efforts. In this session on the future of the electric industry in the state and its impact on economic development, a panel of experts will discuss the current state of the industry, how to meet the future power needs of Missouri, trends in energy efficiency, and the opportunities and challenges in diversifying energy generation to include coal, nuclear, and renewable resources.*

Time: 3:00 pm – 4:30 pm
Room: Kansas A
Title: **Innovation Success Stories**
Speaker: *Chris Reynolds*, President of Business Development, Intuitive Web Solutions; *Kathy Allen Simons*, CEO, Allen Filters, Inc.; *Tom Douglas*, President, JMARK Business Solutions, Inc.; *Mike Merrigan*, Executive Vice President, St. John's Medical Research Institute; and *Jason Hall*, Executive Director, Missouri Technology Corporation
Description: *This panel features successful high-tech entrepreneurs who will describe how they overcame the primary challenges of launching and growing their Missouri-based start-ups. Whether you are an entrepreneur or an economic development professional, this panel will give you an opportunity to learn important real-world insights and tips to grow a successful start-up. Information will also be available about the IDEA Seed and Venture Capital Funds, an*

exciting new tool for helping grow high-tech businesses in Missouri. Time will also be provided for questions and answers.

Time: 3:00 pm – 4:30 pm
Room: Kansas B
Title: **Optimizing Social-Media and Online Presence**
Speaker: **Sampath Devaram**, Business Counselor, Small Business & Technology Development Center, University of Missouri-Columbia
Description: *Attend this seminar and gain a comprehensive perspective of what's new and how you can use newer platforms and features to your advantage to gain an edge over your competition. There are many great free tools out there that you can put to use right away! You don't have to be a techy person to attend this session.*

You will walk away with:

- *Understanding of how all online platforms need to work together to drive qualified traffic to your business or organization;*
- *Knowledge to use Google Adwords, Google Adsense, Google Places, Facebook Ads and Yahoo Local;*
- *Tactics to appropriately engage with and retain your customers on key social media platforms;*
- *Strategies to gear your internet marketing campaigns to customers more effectively;*
- *Tracking web analytics to gain online marketing intelligence; and*
- *Measuring leading metrics and ROI.*

Time: 3:00 pm – 4:30 pm
Room: Kansas C
Title: **Targeted Industry Clusters for Missouri – Part 2: Biosciences; Health Sciences and Services; Information Technology; and Financial and Professional Services**
Speaker: **Mary Becker**, Senior VP of Strategic Initiative & Communications, Missouri Hospital Association; **Kelly Gillespie**, Executive Director; Missouri Biotechnology Association; and **Keela Davis**, Director of Research & Development, St. John's Medical Research Institute/Mercy RND
Description: *The target cluster analysis portion of the Strategic Initiative for Economic Growth defined seven target sectors in Missouri and the opportunities and challenges involved in effectively growing them. In this session, a panel of experts will discuss the issues, trends, and opportunities of the Biosciences; Health Sciences and Services; Information Technology; and Financial and Professional Services targeted industry sectors. (Part 2 of 2 sessions).*

Time: 3:00 pm – 4:30 pm
Room: Colorado B
Title: **MO STEP=UP (Missouri State Trade & Export Promotion – Unlimited Possibilities)**

Speaker: *Ann Pardalos*, Manager, International Trade & Investment Office, Missouri Department of Economic Development; *John Blum*, St. Louis District Office, Small Business Administration; and *Corey Simek*, Director, US Department of Commerce, St. Louis

Description: *Missouri's International Trade & Investment Office has applied for funding under the SBA's State Trade & Export Promotion Pilot Grant Program. The program will provide grants to states for small business exporting assistance programs. The objective of the STEP Initiative is to increase the number of small businesses that are exporting and increase the value of exports for those small businesses that are currently exporting. These goals build on the President's National Export Initiative and Governor Nixon's Missouri Export Strategy. The state's proposal is designed to give Missouri's small companies a stronger competitive edge in the global market.*

Attend the session in order to learn how companies in your communities can apply for funding related to trade exhibitions; foreign trade missions; foreign market sales trips; subscription services provided by the Department of Commerce; website translations; design of international marketing media and other export initiatives. You won't want to miss this opportunity!

Friday, September 23, 2011

Breakout Session Topics:

Time: 9:00 am – 10:15 am
Room: Colorado A
Title: **Cheetah's Continue: Lessons on How to Survive and Thrive from Missouri's Fastest Growing Businesses**

Speaker: **Dr. David Schmidt**, University of Missouri BRIDG; and **Alan Spell**, Economic & Workforce Research Manager, MERIC, Missouri Department of Economic Development

Description: *Following up on the first study of Missouri's fastest growing firms, or "Cheetahs", which doubled employment in the mid-2000s, this report looks at the subset of Cheetahs that continued to grow through the toughest recession in decades. The reasons for success, connections to local economies, and the investments needed for growth are just some of the topics covered in this session.*

Time: 9:00 am – 10:15 am
Room: Kansas A
Title: **Work Ready Communities – Providing Economic Advantages**

Speaker: *Debra Lyons*, Vice President, Community & Economic Development, ACT; *Jeane Burruss*, Project Manager, Office of Community Development/Workforce Solutions of the Department of Commerce; and *Kirk Martin*, Director of Programs, Community Development

Description: *Learn how Georgia and Oklahoma have designed economic development strategies to attract new businesses and preserve the health of their existing economic base. The Work Ready Communities initiative is an effort that matches employer-demanded skills with available talent supply and ensures a prepared workforce. This initiative shows how communities' commitment to a quality workforce is an important factor in attracting and expanding businesses.*

Time: 9:00 am – 10:15 am

Room: Kansas B

Title: **Managing an Intergenerational and Diverse Workforce**

Speaker: *A. Leslie Anderson, Ph.D., LP, CDP*, Interim Vice President, Office for Diversity and Inclusion, Missouri State University

Description: *As the working population becomes more diverse, so do our companies and organizations, creating both challenges and opportunities. This session will address strategies in maintaining and managing a diverse workforce with a special emphasis on intergenerational issues. The helpful tips from this discussion can be used in fostering a diverse workplace to create an inclusive environment where each member can contribute.*

Time: 9:00 am – 10:15 am

Room: Kansas C

Title: **Navigating Services Provided by the Small Business Administration and the Missouri Procurement Technical Assistance Centers**

Speaker: *Norma Nisbet*, Owner & Broker, Vista Properties and Investments; *Bill Stuby*, Procurement Specialist, Missouri Procurement Technical Assistance Centers; *Rebecca Greenwald*, Advocate, Region VII, Office of Regional Advocate, U.S. Small Business Administration; and *Rhonda Hardin*, Business Development Specialist, U.S. Small Business Administration

Description: *Dealing with regulations and red tape can be frustrating. In fact, those obstacles often keep highly qualified suppliers from selling to the government. This session will assist businesses – including small, disadvantaged and women owned firms — in learning more regarding services and programs provided by the U.S. Small Business Administration and the Missouri Procurement Technical Assistance Centers, including information about federal, state and local government contracts. This session is a panel discussion that will help identify opportunities and understanding of government programs so your business can take advantage of services that are available.*

Time: 9:00 am – 10:15 am

Room: Colorado B

Title: **Post-Disaster Community and Economic Recovery**

Speaker: *Steve Castaner*, FEMA Region VII-ESF 14 Long Term Community Recovery; and *Jeriane Jaegers*, Missouri Division of Workforce Development

Description: *Recent disasters across the state of Missouri have required extensive response, relief, and recovery efforts. Once the immediate disaster ends, there are a variety of resources available to help restore economic prosperity to an impacted area. This session will look at tools and techniques used by local, state, and federal agencies to help individuals, families, and communities recover economically after a disaster.*