



Professional Developers of Iowa
Vision • Action • Growth



2018 Best Practices Conference

Presented by Professional Developers of Iowa and Mid-America EDC

May 1-3, 2018
Des Moines, Iowa



Attendees of the 2018 Best Practices Conference will enjoy educational events on May 1 & 3 at the Hilton Des Moines Downtown. On Wednesday, May 2nd, attendees will join 400-500 professionals and volunteers at Iowa's signature economic development event, the Iowa SMART Economic Development Conference, held at the Embassy Suites Des Moines Downtown. The Mid-America Economic Development Council and the Professional Developers of Iowa are pleased to present a conference agenda with high impact sessions, networking opportunities and a unique ambiance that only downtown Des Moines can provide.

Register today at www.midamericaedc.org.

Schedule of Events

Please note the following location information:

- All daytime events on Tuesday and Thursday, along with the Tuesday evening reception, will be held at the Hilton Des Moines Downtown, 435 Park Street, Des Moines, IA 50309.
- Wednesday daytime events (SMART Conference portion) will be held at the Embassy Suites Des Moines Downtown, 101 E Locust St, Des Moines, IA 50309.
- The Wednesday evening reception will be held at the Iowa Tap Room (at the conclusion of the SMART Conference), 215 E 3rd St #100, Des Moines, IA 50309.

Tuesday, May 1st

11:00 am	Registration
11:30 am – 12:00 pm	PDI New Member Orientation
12:00 – 12:45 pm	Lunch
12:45 – 1:00 pm	Welcome from Jay Byers, CEO, Greater Des Moines Partnership and Carla Eysink, PDI President & Executive Director, Marion County Development Commission
1:00 pm – 3:00 pm	General Session/Keynote: The Age of the Multigenerational Workforce Kim Lear, Inlay Insights, Minneapolis, MN <i>This session will take a deep dive into each generation. By looking past stereotypes and digging into the data and demographics, we'll uncover what it takes to build the workforce of the future.</i>
3:00 pm – 3:15 pm	Break
3:15 pm – 4:15 pm	Concurrent Programming: Option #1: Workforce Housing Panel Discussion Moderator: Eric Burmeister, Polk County Housing Trust Fund, Des Moines, IA Panelists: Tom Deimerly, Marshall Economic Development Impact Committee, Marshalltown, IA Frank Liebl, Newton Development Corporation, Newton, IA Glenn Lyons, MCIP, 571 Polson Developments LLC, Des Moines, IA <i>Many communities throughout the U.S. struggle with “affordable” workforce housing options and convincing home builders to take a chance on new construction projects in smaller communities. This panel will discuss creative solutions to addressing today’s affordable housing challenges.</i>

11:45 am	Conference Luncheon <ul style="list-style-type: none"> • SBA 2017 Iowa Small Business Person of the Year Award Presentation • SBA 2017 Iowa Small Business Community of the Year Award Presentation • Luncheon Keynote
1:30 pm	Breakout Workshops -- Block #2
2:30 pm	Break / Networking / Exhibits
2:45 pm	Breakout Workshops -- Block #3
3:45 pm	Adjourn
5:00 pm – 7:00 pm	PDI/MAEDC Wednesday Reception At the Iowa Tap Room, 215 E. 3 rd Street, Suite 100, Des Moines, IA (within walking distance from the Embassy Suites in East Village)

Thursday, May 3rd

7:30 am – 8:30 am	Registration & Continental Breakfast
8:30 am – 9:30 am	Redevelopment Panel Moderator: Matthew A. Anderson, City of Des Moines, Des Moines, IA Panelists: Chris Costa, Knapp Properties, Des Moines, IA Kris Saddoris, Hubbell Realty Company, Des Moines, IA Jake Christensen, Christensen Development, Des Moines, IA <i>This session will focus on a discussion of the resurgence of downtown Des Moines through its public & private capital investments, employment growth and residential growth. With over 40 projects, 75,000 workers and 10,000+ residents, downtown DSM is experiencing unprecedented growth rarely seen in the city's history. Hear from Des Moines' Assistant City Manager and private developers fueling this dynamic growth.</i>
9:30 am – 10:00 am	Break
10:00 am – 11:00 am	Prepared Communities Win Initiative Patty Huddle, Columbus 2020, Columbus, OH <i>Many communities prioritize time and resources on business attraction when in fact they've missed a step: preparing the community for success. A prepared community is best positioned to win when opportunities are surfaced. This session will provide an overview of the Columbus Region Prepared Communities Win Initiative and outline the components of community preparedness.</i>

11:00 am – 11:15 am

Break

11:15 am – 12:15 pm

Entrepreneurship & Innovation Panel

Moderator: Tej Dhawan, Principal Financial Group, Des Moines, IA

Panelists:

Brian Hemesath, Global Insurance Accelerator, Des Moines, IA

Megan Vollstedt, Iowa AgriTech Accelerator, Des Moines, IA

Michael Colwell, Greater Des Moines Partnership, Des Moines, IA

This session will provide a perspective and conversation on the entrepreneurial ecosystem in central Iowa, the resources, initiatives and the lessons learned.

12:15 pm

Adjourn



The 2018 Best Practices Conference is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward recertification of Certified Economic Developers (CECd).

Best Practices Conference Hotel/Travel Information

Hilton Des Moines Downtown*
435 Park Street, Des Moines, IA 50309

<http://www3.hilton.com/en/hotels/iowa/hilton-des-moines-downtown-DSMDIHH/index.html>

**Please note that the Hilton is the NEW location as of April 9th. This relocation was necessary, as the previous location (Renaissance Des Moines Savery) is undergoing a renovation. Anyone who reserved a hotel room at the Renaissance prior to April 9th will have their hotel room (at the same rate) transferred to the Hilton, and the Hilton will email these individuals with full details.*

You may reserve your hotel room now through Friday, April 13th for the 2018 Best Practices Conference. You may call the Hilton Des Moines Downtown at **1-800-HILTONS (1-800-445-8667)** using the code: **PDI** to receive the discounted rate of \$134 per night (single or double does not include applicable taxes). Reservations are available for the nights of April 30, May 1 & May 2.

Transportation:

To and From the Airport: The Hotel Shuttle is available upon request. For airport runs, the shuttle is complementary. Taxi service is available with an estimated fare of \$12.00-\$15.00.

Around Des Moines: The Hotel Shuttle is available upon request. The Hotel Shuttle is complementary within a 2 mile radius. Uber is also available in Des Moines.

Parking:

- Valet: 0-4 hours: \$12.00; 4-8 hours: \$20.00; 8+ hours: \$25
- Self-Parking Hilton Lot (just east of the hotel): 0-4 hours: \$8.00; 4-8 hours: \$12.00; 8+ hours: \$18.00
- Parking Garage (just 1 block south of hotel w/skywalk access): 5th & Keo City Parking Garage \$1.00/per hour and \$10.00/per day

2018 Best Practices Conference Registration

Registration Available Online: www.midamericaedc.org. Online registration will be available through Wednesday, April 24th. After April 24th, registrations will be processed onsite only with an additional \$100 fee.

Registration Fees:

PDI & Mid-America EDC:

Full Conference (May 1, 2 & 3):

Members: \$385

Non-Members: \$485

Includes both days for Best Practice Conference & SMART Conference. **PDI members** use Registration Code: PDI2018 to receive member pricing. **ED Volunteers** (such as elected officials, community board members, anyone not employed as an ED professional) use Registration Code: VOL2018 to receive member rate.

Mid-America EDC New Membership & Full Conference Registration Package:

New Iowa Members Only: \$535

Since Iowa is hosting this year's conference, Iowans will receive a discounted rate on Mid-America EDC 2018 membership when you bundle your new membership with the Full Conference registration. This is a savings of \$150, so join Mid-America EDC today!

PDI, Mid-America & Best Practices Sponsor Registration:

\$0.00 Complimentary

PDI Annual Sponsors: Contact Lynn Harkin (director@pdiowa.com) to receive your sponsorship registration code and instructions prior to registering one representative from your organization.

Mid-America EDC & Best Practices Conference Sponsors: If you are an established Mid-America EDC or Best Practices Conference sponsor receiving a complimentary registration as a sponsorship benefit, you may register online. Your primary sponsorship contact will be sent an email with a Registration Code and the following instructions. Once you have the code you can register online by selecting the SPONSOR registration option. You will then be asked for the registration code sent to your organization's contact. Once you enter the code you, will then enter your registration information and click next. You will then be asked to review and confirm your information, if everything is correct select "Confirm" and your registration will be submitted without any payment due.

Cancellation Policy:

Cancellations received by or on April 24, 2018 will receive a full refund, less a \$50 administrative fee. Cancellations received after April 24, 2018 (or no-shows at the conference) are nonrefundable. All cancellation notices must be emailed to the Mid-America EDC office at karla@assnoffices.com.

SMART Conference Registration Only (May 2, 2018):

If you only wish to attend the SMART Conference (May 2, 2018) or have an exhibit space, please register directly through the SMART Conference online registration at <https://www.iowaeconomicdevelopment.com/smartconference>.

Questions?

- Online Registration System: Contact Karla Dunbar at karla@assnoffices.com or 614-228-4706.
- Specific Registration Codes: PDI - Contact Lynn Harkin at director@pdiowa.com or 515-334-1067; Mid-America EDC – Contact Karla Dunbar at karla@assnoffices.com or 614-228-4706.
- Conference Venue or Conference Schedule: Contact Kristen Dearden at meetings@pdiowa.com or 515-334-1482.