

2018

FALL CONFERENCE

DEVELOPING COMMUNITY, PEOPLE & YOU

September 26-28, 2018

Graduate Iowa City (formerly Sheraton Iowa City), 210 S. Dubuque Street, Iowa City, IA 52240



WEDNESDAY | SEPTEMBER 26, 2018

10:00am – 12:00pm Educational Session: Psst. Look at Me:
Marketing in a Loud World
136 S. Dubuque Street, Iowa City, IA 52240
(Across the Pedestrian Mall from the Graduate Iowa City)

Cost: \$15. Katy Brown, Katy Brown Marketing, Iowa City, IA
This session is for professionals, community leaders, or good humans who want to develop a marketing and social media strategy to authentically connect with their audiences, move people to action, and master the basics of marketing for continued success. Katy Brown, CEO and founder of Katy Brown Marketing, will break down marketing strategy, digital platforms, best practices, and deliver key advice to helping you jump start, maintain, and elevate your marketing efforts. Plus, she's kind of funny.

12:30pm – 4:00pm PDI Sporting Clay Shootout
Highland Hideaway, 3127 160th St.
Riverside, IA 52327

Cost: \$85. Lunch will be served at 12:30 p.m. with shooting to start at 1:00 p.m. Fee includes lunch, 100 clay targets, 100 shotgun shells (both 12 & 20 gauge will be provided and are included in the event fee), T-Shirt, Shamrock leather accessories, snacks and spectacular prizes. Participants must provide their own firearms, eye & ear protection, and transportation to/from Highland. Host: Rick Allely (712) 898-0878. *(Note: To receive your t-shirt, please register prior to 8/10/18 and contact Rick at millscountydevelopment@gmail.com with your shirt size.)*
Sponsored by BerganKDV, Ltd. and Interstate Companies

12:00pm – 6:00pm PDI Golf Classic
Riverside Casino & Golf Resort
3184 Highway 22, Riverside, IA 52327

Cost: \$60. Includes green fees for 18-holes, cart, lunch and 2 beverage tickets. This will be a 4-person best shot/shot gun start. Please provide your own transportation to/from the course. Registration and lunch will begin at noon to 12:45pm with the shot gun starting right at 1:00pm. Golf Chairs: Drew Kamp (402) 415-7207, Alex Lynch (515) 360-6226 and Drew Conrad (319) 240-3351.
Sponsored by Iowa City Area Development Group

2:00pm – 6:30pm
4:00pm – 5:00pm

Registration Desk Open / Exhibit Set-Up
Yoga ... Relax. Breathe. Energize.
Heartland Yoga, 221 E. College St., Suite 213,
Iowa City, IA 52240
(2nd Floor of hotelVetro, next to the Graduate Iowa City)

Cost: \$16. Whether you are a seasoned yogi or a first-timer, come and experience yoga as they do in Iowa City. Heartland Yoga is within walking distance from the Graduate Hotel. Bring your yoga wear and mat, and if you do not have a mat, one will be provided for you. This is a great way to get the conference started! Namaste.

6:00pm – 6:30pm New Member/First Time Attendee Orientation
Hosted by PDI Officers & Membership
Co-Chairs at the Graduate Iowa City.

6:30pm – 8:30pm Welcome Reception & Exhibitor Expo
Graduate Iowa City
Sponsored by Local Host Sponsors*

THURSDAY | SEPTEMBER 27, 2018 DEVELOPING COMMUNITY

7:00am Registration Desk Open / Exhibits Open /
Breakfast Buffet Open
Sponsored by MidAmerican Energy

7:15am – 8:00am PDI Committee Meetings

8:00am – 8:15am PDI Welcome & Opening Remarks
PDI President, Carla Eysink
Geoff Fruin, City Manager, Iowa City, IA
Kelly Hayworth, City Administrator, Coralville, IA
Ryan Heiar, City Administrator, North Liberty, IA

8:15am – 10:00am Keynote: A Thriving Downtown: The Best
Economic Development Recruitment Tool
Roger Brooks, Roger Brooks International, Inc.
**Sponsored by Renew Rural Iowa/
Iowa Farm Bureau**

- 10:00am – 10:15am Break
Sponsored by Iowa Economic Development Authority
- 10:15am – 11:15am Best Practices Breakout Sessions:
Option #1: Community/Destination Marketing
The Art of Branding a Community
Roger Brooks, Roger Brooks International, Inc.
Carla Eysink, Marion County Development Commission
Sponsored by Russell
- Option #2:** Rethinking Incentives
Director Debi Durham, Iowa Economic Development Authority; Representative Mary Ann Hanusa, Iowa State Representative, District 16, Council Bluffs, IA; Senator Joe Bolkom, Iowa State Senator, District 43, Iowa City, IA; Craig Patterson, Campbell/Patterson Consulting, PDI Lobbyist; Travis Kraus, University of Iowa, Office of Outreach & Engagement, Iowa City, IA (Moderator)
- Option #3:** Arts & Culture Impact on Community & Economics
Nancy Bird, Iowa City Downtown District, Iowa City, IA; Nicolas Benson, University of Iowa, Office of Outreach & Engagement, Iowa City, IA
- 11:15am – 11:30am Break
- 11:30am – 1:00pm Lunch & PDI Annual Meeting, 2018 Salary Survey Results & Nate Kaeding Interview with Debi Durham
Lunch at the hotelVetro
201 S. Linn Street, Iowa City, IA
Sponsored by Iowa Area Development Group and Members Coops

THURSDAY | SEPTEMBER 27, 2018 DEVELOPING PEOPLE

- 1:30pm – 4:00pm Igniting Conversation & Empowering Change: A Screening of the film “Most Likely to Succeed”
The Englert Theatre, 221 E. Washington St., Iowa City; Moderator: Trace Pickering, Iowa BIG; Education Reimagined, Iowa City-Cedar Rapids, IA
(within walking distance of the Graduate Iowa City)
Sponsored by University of Northern Iowa-Institute for Decision Making
- 4:00pm – 5:00pm Bar Camps
(All within walking distance from the Englert Theatre & Graduate Iowa City)
Option #1: Education
Leader: Trace Pickering
Location: St. Burch Tavern
127 Iowa Ave., Iowa City, IA
- Option #2: Arts & Culture**
Leader: Nancy Bird
Location: Martini’s
127 E. College St., Iowa City, IA
- Option #3: Community Marketing**
Leader: Carla Eysink
Location: Brothers Bar & Grill
125 S. Dubuque St., Iowa City, IA
- Option #4: Rethinking Incentives**
Leader: Travis Kraus
Location: The Mill
120 E. Burlington St., Iowa City, IA
- 5:00pm – 5:45pm PDI Board Meeting at the Graduate Iowa City

- 5:30pm Catch the Shuttle at the Graduate Iowa City to Big Grove Brewery & Taproom
Sponsored by South Slope Cooperative Communications
- 6:00pm – 8:00pm Iowa Shrimp Boil + Silent Auction
Big Grove Brewery & Taproom
1225 S. Gilbert St., Iowa City, IA 52240
Please note any allergies (especially to shell fish) when registering.
Sponsored by Local Host Sponsors*
- 7:30pm Shuttle Back to the Graduate Iowa City
For those that wish to stay at Big Grove Brewery & Taproom can walk, Uber or Lyft back to Graduate Iowa City.

FRIDAY | SEPTEMBER 28, 2018 DEVELOPING YOU

- 7:30am Registration Desk / Exhibits Open
- 8:00am – 9:00am Breakfast Buffet / Golf & Trap Shoot Prizes / Committee Announcements
Sponsored by Alliant Energy
- 9:00am – 10:30am Becoming a Whole Person, to Become a Leader
Jon D. Darsee, iRhythm Technologies, Inc.
Iowa City, IA
Sponsored by Black Hills Energy
- 10:30am – 10:45am Break
Sponsored by ITC Midwest
- 10:45am – 11:45am Facing Your Future
Mark Nolte, Iowa City Area Development
Iowa City, IA
Sponsored by Iowa Workforce Development
- 11:45am Closing Remarks / Adjourn

*All local host sponsors are located on back page.

**Schedule subject to change due to inviting both Gubernatorial Candidates (Gov. Reynolds & Fred Hubbell) to participate in our conference agenda.

GENERAL INFORMATION

Conference Facility
Graduate Iowa City (formerly the Iowa City Sheraton)
210 S. Dubuque Street, Iowa City, IA

PDI’s room rates are \$129/plus tax. Be sure to reserve your lodging prior to September 11, 2018, by calling 319-337-4058 (press 1 for reservations; mention you are with PDI Fall Conference).

Parking

The city parking garage located on the corner of S. Dubuque St./ Burlington and is adjacent to the Graduate Hotel is \$14/per night for guests staying at the Graduate and will be added to your hotel bill. The hotel will also validate the parking. For conference participants not staying at the Graduate Iowa City; first hour is free and \$1/per additional hour. **Valet-Parking: Valet parking is available for \$20/per night.**

Cancellation Policy

Written cancellations received by PDI on or before Monday, September 17, 2018 will receive a refund less \$50 cancellation fee. No cancellations will be refunded after Monday, September 17, 2018.

DEADLINE TO REGISTER FOR THIS CONFERENCE IS September 17, 2018!
Register at: www.PDIowa.com



Recertification Information

(Applied for) This conference is recognized by the International Economic Development Council (IEDC) as a professional development event that counts towards the recertification of Certified Economic Developers (CEcD)

REGISTRATION

2018 PDI Fall Conference – September 26-28, 2018 Graduate Iowa City, Iowa City, IA

Early Bird Deadline: Monday, September 17, 2018 Go to www.PDIowa.com for online registration & save \$30!

Name _____ Title _____
Organization/Company _____
Address _____ City/State/Zip _____
Phone _____ Email _____
Spouse/Guest/Student Name _____
ED Volunteer Name _____ Title _____
ED Volunteer Company/Organization _____
Special Needs (Dietary/Allergies, Wheel Chair Access, etc.) _____

2018 Registration Fees: (Please fill all that apply)

Note: Full registration includes educational sessions, handouts and meals. Each person attending must be registered and paid in full prior to the conference. Optional activities on Wednesday (golf, trap shoot, yoga, and educational session, etc.) require an additional fee and payment in full prior to the event.

Check all that apply	Early Bird by 9/17/18	After 9/17/18	Total
<input type="checkbox"/> Member	\$315 online/\$345	\$365 online/\$395	_____
<input type="checkbox"/> Non-Member	\$415 online/\$445	\$455 online/\$485	_____
<input type="checkbox"/> Guest/Spouse/Student	\$175	\$205	_____
<input type="checkbox"/> ED Volunteer (board member, elected official, etc. & not employed as an ED professional)	\$315	\$365	_____
<input type="checkbox"/> Golf Outing (optional)	\$60	\$75	_____
<input type="checkbox"/> Trap Shooting (optional)	\$85	\$100	_____
<input type="checkbox"/> Yoga (optional)	\$16	\$21	_____
<input type="checkbox"/> Educational Session (optional)	\$15	\$20	_____

Choose Breakout Session: (Thursday 10:15 – 11:15 am)

Option #1 Community Marketing Option #2 Rethinking Incentive Option #3 Arts & Culture

Other Information Requested:

This is my 1st PDI Conference/I will attend the New Member Orientation on Wednesday, 9/26, at 6:00pm
 I would be willing to mentor a new member – and my areas of expertise are: _____
 I have earned a special designation since the 2017 Fall Conference.

Indicate designation: _____ (EDI, CEcD, NCD, EDFP, etc.)

If you have confirmed your foursome in golf, please list their names:

_____, _____, _____, _____

By signing this registration form, I agree that PDI can use any photo taken of me at the conference and use on the PDI social media pages, newsletters and PDI website. Signature _____ Date _____

Method of Payment: Check (payable to PDI) Mastercard VISA American Express
Account # _____ Exp. Date _____ CVV # _____
Name on Card _____ Signature _____

Cancellation/Refund Policy:

Written cancellations received on or before Monday, September 17, 2018 will be charged a \$50 cancellation fee.

No cancellations will be refunded after Monday, September 17, 2018.

Send Complete Registration Form & Payment to:

Professional Developers of Iowa (PDI)
1255 SW Prairie Trail Parkway | Ankeny, IA 50023-7068
Phone: 515-243-4585 | Direct: 515-334-1482 | Fax 515-334-1112
Email: meetings@pdiowa.com | Website: www.pdiowa.com



Professional Developers of Iowa

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1255 SW Prairie Trail Parkway

Ankeny, IA 50023-7068

www.pdiowa.com

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Triple Event Sponsors

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ITC Midwest

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DMACC Business Resources
Central Iowa Power Cooperative (CIPCO)
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Trap Sponsors

BerganKDV / Interstate Companies

*Local Host Sponsors

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