



**PDI 2018 Fall Conference Agenda\*(Subject to change)  
DEVELOPING COMMUNITY, PEOPLE & YOU**

**September 26-28, 2018 | Graduate 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 (Cost: \$15)**  
MERGE, 136 S. Dubuque Street, Iowa City, IA 52240  
(Across the Pedestrian Mall from the Graduate Iowa City)  
Katy Brown, Katy Brown Marketing, Iowa City, IA
- 12:30pm – 4:00pm**      **PDI Sporting Clay Shootout (Cost: \$85)**  
Highland Hideaway, 3127 160<sup>th</sup> St., Riverside, IA 52327  
*Sponsored by BerganKDV, Ltd. and Interstate Companies*
- 11:00pm – 6:00pm**  
**(Shot Gun Start 12:00 noon)**      **PDI Golf Classic (Cost: \$60)**  
Riverside Casino & Golf Resort, 3184 Highway 22, Riverside, IA 52327  
*Sponsored by Iowa City Area Development Group*
- 2:00pm – 6:30pm**  
*Lower Level Pre-Function Area*      **Registration Desk Open / Exhibit Set-Up**
- 4:00pm – 5:00pm**      **Yoga ... Relax. Breathe. Energize. (Cost: \$16)**  
Heartland Yoga, 221 E. College St., Suite 213, Iowa City, IA 52240  
(2<sup>nd</sup> Floor of hotelVetro, next to the Graduate Iowa City)
- 6:00pm – 6:30pm**  
*Room: O'Connor*      **New Member/First Time Attendee Orientation**  
Hosted by PDI Officers & Membership Co-Chairs at the Graduate Iowa City.
- 6:30pm – 8:30pm**  
*Lower Level Pre-Function Area*      **Welcome Reception & Exhibitor Expo**  
*Sponsored by Local Host Sponsors: ACT, Cedar Rapids Metro Economic Alliance, Central Iowa Power Cooperative (CIPCO), City of Coralville, City of Iowa City, City of North Liberty, CIVCO Medical Solutions, Iowa City Area Development Group, Inc., Mortenson, South Slope Communications, Story Construction Co.*

**THURSDAY, SEPTEMBER 27, 2018 – DEVELOPING COMMUNITY**

- 7:00am**  
*Lower Level Pre-Function Area*      **Registration Desk Open / Exhibits Open**
- 7:15am – 8:00am**  
*Room: Wayne A-C*      **Breakfast Buffet Open/PDI Committee Meetings**  
*Sponsored by MidAmerican Energy*
- 8:00am – 8:15am**  
*Room: Wayne A-C*      **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  
*Sponsored by all three cities*

**8:15am – 10:00am**  
*Room: Wayne A-C*

**Keynote: A Thriving Downtown: The Best Economic Development Recruitment Tool**  
Roger Brooks, Roger Brooks International, Inc., Peoria, AZ  
*Sponsored by Renew Rural Iowa/Iowa Farm Bureau*

**10:00am – 10:15am**  
*Lower Level Pre-Function Area*

**Networking Break**  
*Sponsored by Iowa Economic Development Authority*

**10:15am – 11:15am**  
*Room: Wayne A-C*

**Best Practices Breakout Sessions:**  
**Option #1: Community/Destination Marketing the Art of Branding a Community**  
Roger Brooks, Roger Brooks International, Inc.; Peoria, AZ  
Carla Eysink, Marion County Development Commission  
*Sponsored by Russell*

*Room: Wayne D*

**Option #2: Rethinking Incentives**  
Director Debi Durham, Iowa Economic Development Authority, Des Moines, IA  
The Honorable Mary Ann Hanusa, Iowa House of Representative, Council Bluffs, IA  
The Honorable Bill Dotzler, Iowa State Senate, Waterloo, IA  
Craig Patterson, Campbell/Patterson Consulting, PDI Lobbyist, Grimes, IA  
Travis Kraus, University of Iowa, Office of Outreach & Engagement, Iowa City, IA (Moderator)  
*Sponsored by Via Rail Engineering*

*Room: Benson A-C*

**Option #3: Arts & Culture Impact on Community & Economics**  
Nancy Bird, Iowa City Downtown District, Iowa City, IA  
Nicholas Benson, University of Iowa, Office of Outreach & Engagement, Iowa City, IA  
*Sponsored by Mortenson*

**11:15am – 11:30am**

**Break**  
*(Proceed to hotelVetro, 201 S. Linn St. for Lunch; take stairs to main level; use exit to Ped. Mall; head right down Ped. Mall)*

**11:30am – 1:00pm**  
*hotelVetro*

**Lunch & PDI Annual Meeting**  
Updates with Debi Durham, Iowa Economic Development Authority, Des Moines, IA  
2018 PDI Member Survey Results, Drew Conrad, CECD,  
University of Northern Iowa - Institute for Decision Making, Cedar Falls, IA  
*Sponsored by Iowa Area Development Group and Members Coops*

**THURSDAY, SEPTEMBER 27, 2018 (Cont.) – DEVELOPING PEOPLE**

**1:30pm – 4:00pm**  
*The Englert Theatre*

**Igniting Conversation & Empowering Change: A Screening of the file “Most Likely to Succeed”**  
The Englert Theatre, 221 E. Washington St., Iowa City (within walking distance)  
Moderator: Kate Moreland, Iowa City Area Development Group, Inc.; Iowa City, IA;  
Stephen Murley, Iowa City Community School District, Iowa City, IA;  
Steve Polyak, ACTNEXT, Iowa City, IA;  
James Hoelscher, CECD, Univ. of Northern Iowa Business & Community Services, Cedar Falls, IA  
*Sponsored by University of Northern Iowa-Institute for Decision Making & ACT*

**4:00pm – 5:00pm**

**Bar Camps** (All within walking distance from the Englert Theatre & Graduate Iowa City)  
**Option #1: Education**  
Leader: Kate Moreland  
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**

*Room: O'Connor*

**PDI Board Meeting at the Graduate Iowa City**

**5:30pm**

*Meet in Graduate Front Lobby*

**Catch the Shuttle at the Graduate Iowa City to Big Grove Brewery & Taproom**

**6:00pm – 8:00pm**

**Iowa Shrimp Boil + Silent Auction**

Big Grove Brewery & Taproom, 1225 S. Gilbert St., Iowa City, IA 52240

*Sponsored by Local Host Sponsors: ACT, Cedar Rapids Metro Economic Alliance, Central Iowa Power Cooperative (CIPCO), City of Coralville, City of Iowa City, City of North Liberty, CIVCO Medical Solutions, Iowa City Area Development Group, Inc., Mortenson, South Slope Communications, Story Construction Co.*

**7:30pm - 8:10pm**

**Shuttle Back to the Graduate Iowa City**

First shuttle to start at 7:30 p.m.; last shuttle will depart approximately 8:10 p.m.

**FRIDAY, SEPTEMBER 28, 2018 -**

**DEVELOPING YOU**

**7:30am**

*Lower Level Pre-Function Area*

**Registration Desk / Exhibits Open**

**8:00am – 9:00am**

*Room: Wayne A-C*

**Breakfast Buffet / Golf & Trap Shoot Prizes / Committee Announcements**

*Sponsored by Alliant Energy*

**9:00am – 10:30am**

*Room: Wayne A-C*

**Leadership (TBD)**

Nate Kaeding, Build to Suit, Coralville, IA

*Sponsored by Black Hills Energy*

**Presentation of Legislator of the Year Awards**

Drew Kamp, Kelly Halsted, Kiley Miller, PDI Legislative Co-Chairs & Craig Patterson, PDI Lobbyist

**10:30am – 10:45am**

**Networking Break**

*Sponsored by ITC Midwest*

**10:45am – 11:45am**

*Room: Wayne A-C*

**Meet Senator & Lieutenant Gubernatorial Candidate Rita Hart**

The Honorable Rita Hart, Iowa State Senate, Wheatland, IA

**Facing Your Future**

Mark Nolte, Iowa City Area Development, Iowa City, IA

*Sponsored by Iowa Workforce Development*

**11:45am**

**Closing Remarks / Adjourn**

**Recertification Information**



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

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 (CEdD)



**2018 PDI Fall Conference**

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