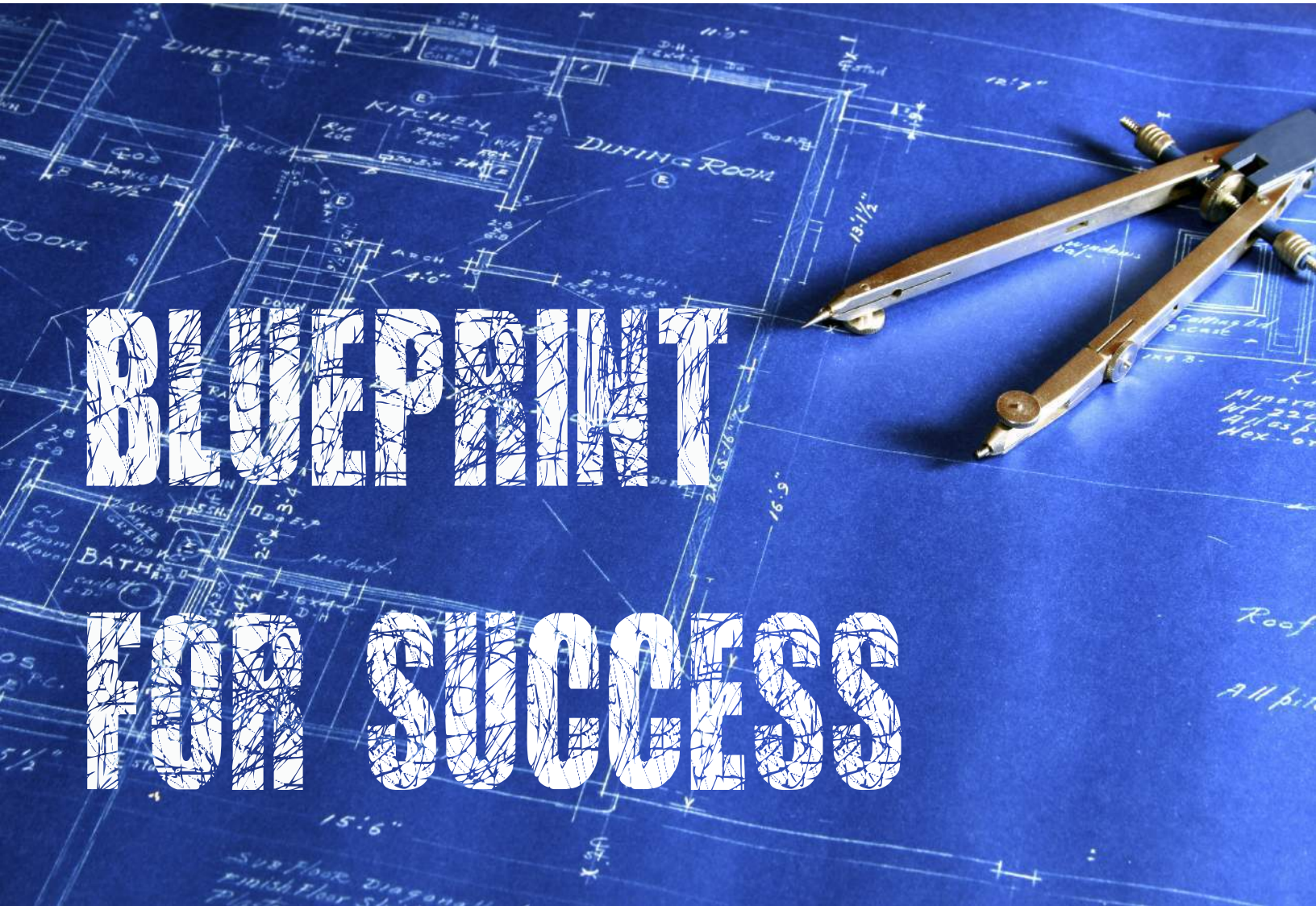




ARIZONA ASSOCIATION  
FOR ECONOMIC DEVELOPMENT



# BUILDING FOR SUCCESS

## AAED FALL FORUM

**SEPTEMBER 16-18, 2015**

**HILTON TUCSON EL CONQUISTADOR RESORT** 10000 N. Oracle Rd, Oro Valley, AZ 85704

### PROGRAM

(Draft program. Subject to change.)

**AAED MEMBERS: \$385**

**NON MEMBERS: \$485**

\*Deadline September 1st, 2015



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

[www.aaed.com/event/FF2015](http://www.aaed.com/event/FF2015)

# WEDNESDAY, September 16th Sessions

<b>8:30 am - 1:30pm</b> El Conquistador Golf Cañada Course 10555 N. La Cañada Drive, Oro Valley, AZ	<b>Networking Golf</b>	Shot Gun Start: 9:00am \$70 (includes box lunch)
<b>11:30 pm - 3:00 pm</b> Tohono Chul Park 7366 N. Paseo Del Norte, Tucson, AZ	<b>Tohono Chul Park Tour</b> (lunch on your own)	At Tohono Chul you'll discover botanical gardens that are varied and vibrant. Your visit will take you through themed gardens and meandering nature trails where you'll discover the wonders of the Sonoran Desert.
<b>1:00 pm - 3:30 pm</b> Biosphere 2	<b>Rural Arizona Tour</b>	<i>HOSTED: Tim Kanavel, Economic Development Mgr., Pinal County</i> Attendees will be taken away by van/bus to tour an Earth system facility owned by the U of A in Pinal County. Learn how this facility is an economic driver for the County. (Limited seating and must RSVP in advance.)
<b>2:00 pm - 3:15 pm</b> Presidio I	<b>E.D. 101</b>	<i>MODERATOR: Evelyn Casuga, CEcD</i> <i>Panel: Lori Quan, Deputy Director, City of Phoenix, Victor Gonzalez, Econ. Dev. Mgr, Town of Sahuarita, James Smith, Econ. Dev. Program Mgr, City of Chandler and Gary Kellogg, CEO, Partnership for Economic Development (Lake Havasu)</i> What is Economic Development? Join this lively panel for an introduction to the economic development profession, the tools its practitioners use and the organizations around the state that do this important work.
<b>3:15 pm - 3:30 pm</b>	<b>Break</b>	
<b>3:15 pm</b> Lobby	<b>Golden Prospector Finalist Expo</b>	AAED has brought back this award program that showcases achievements of both practitioners and providers. Meet the nominees and view their work. (Expo is open and will run throughout the Fall Forum.)
<b>3:30 pm - 5:00 pm</b> Presidio I	<b>So You Got The Land, Now What?</b>	<i>MODERATOR: Richard Wilkie, Econ. Dev. Mgr/Airport Mgr., City of Casa Grande</i> <i>SPEAKER(S): Jakob Andersen, Central Arizona Commerce Park, Courtney Dunbar, CEcD, Economic Development Leader, Olsson Associates, and David Welsh, Executive Vice President, Sun Corridor, Inc</i> Arizona has plenty of undeveloped land, especially in rural areas. What does it take to get it developed? This knowledgeable panel of service providers and practitioners will provide realistic guidance to those seeking to develop land along with some successful case studies.
<b>6:00 pm - 8:30 pm</b> Pool Side	<b>Community Reception Hosted by the Town of Oro Valley</b>	The Town of Oro Valley invites you to chill alongside of the pool at the Hilton El Conquistador Golf & Tennis Resort. Enjoy delicious food prepared by the Hilton and enjoy the gorgeous mountain views. Dress is casual. (No Host Bar)

# THURSDAY, September 17th Sessions

<b>7:00 am - 8:30 am</b> Presidio V	<b>Breakfast Buffet</b>	
<b>8:30 am - 8:45 am</b> Presidio III & IV	<b>Welcome</b>	<i>Julie Engel, CEcD, President, Arizona Association for Economic Development; Dr. Satish Hiremath, Mayor, Town of Oro Valley</i>

# THURSDAY, September 17th Sessions (cont.)

**8:45 am - 9:20 pm**

Presidio III & IV



## **The Economic Climate of Main Street and Beyond**

*SPEAKER: Kimber Lanning, Director, Local First Arizona and Arizona Rural Development Council*

Local First Arizona is a grassroots effort that empowered Arizonans to build the life they wanted in their local community. The mission is to create a strong economy, vibrant community and job opportunities. Along the way this internationally recognized organization added the Arizona Rural Development Council under its umbrella. Ms. Lanning will provide an update on their activities in Arizona with a recap of the recently held Arizona Rural Policy Forum.

## **BREAKOUT SESSIONS BEGIN**

**9:30 am - 10:30 am**

Presidio III & IV

## **Business & Industry Programs (USDA)**

*MODERATOR: Shannon Simon, Business Dev. & Marketing, HKS, Inc.*

*SPEAKERS: Gary Mack, AZ USDA Director of Business Programs, Jennifer Burton, AZ USDA B&CP Specialist, and Gregg Humphries, AZ USDA REAP & VAPG Coordinator*

Economic development is a team effort and have the right partners makes all the difference in the world. Come learn what programs the US Department of Agriculture has that might help the economy of your town/city. Examples will be shared of those jurisdictions that have successfully used the assistance.

## **Economic Development Academy of Arizona -- Course I**

**9:30 am - 10:30 am**

Presidio I

## **Getting the Deal Done: Legal Use of Incentives**

*MODERATOR: Susan Hyatt Dumon, VP, Business Expansion, ACA*

*SPEAKER(S): Gary Verburg, JD, Gust Rosenfeld, Curt Woody, Director of Economic Development & Tourism, Town of Marana*

What are the general best practices and tenets of a solid development agreement? This session will answer these questions as well as provide a detailed look at the City North case and how the gift clause is currently interpreted and applied. Case studies illustrating the practical application of tools and concepts will be presented. Participants will leave the session with the ability to better identify applications and limits of various economic development incentive tools. This is Module 2 of the Economic Development Academy of Arizona. NOTE: This session is open to all, however, you must attend the whole class (9:30-11:45) plus a payment of \$25 extra if you want to earn Academy credit.

**10:30 am - 10:45 am**

## **Networking Break**

## **Economic Development Academy of Arizona -- Course I (Continues)**

**10:45 am - 11:45 am**

Presidio I

## **Getting the Deal Done: Legal Use of Incentives**

*MODERATOR: Susan Hyatt Dumon, VP, Business Expansion, ACA*

*SPEAKER(S): Gary Verburg, JD, Gust Rosenfeld, Curt Woody, Director of Economic Development & Tourism, Town of Marana*

This is a continuation of the 9:00 a.m. session. This is Module 2 of the Economic Development Academy of Arizona. NOTE: This session is open to all, however, you must attend the whole class (9:30-11:45) plus a payment of \$25 extra if you want to earn Academy credit.

**10:45 am - 11:45 am**

Presidio III & IV

## **Rural Infrastructure for Economic Success**

*MODERATOR: Casey Rooney, Economic Dev. Director, City of Cottonwood*

*SPEAKER: Nancy Veres, AZ USDA Community Programs Director*

Is your community in need of Water/Waste Water facilities or do you simply need community facilities to enhance the quality of life? Infrastructure needs are at the core of a successful economic development program. USDA will share their programs and documented successes in Arizona.

**11:45 am - 1:00 pm**

Presidio V

## **Luncheon Program**

*EMCEE: Julie Engel, CEcD – AAED President*

Economic Development Academy of Arizona's Graduation - Recognition of Class III Graduates: *Christine McRight, City of Phoenix, Michelle Pierson, City of Phoenix, Caryn Sanchez, SRP, Cynthia Spell-Tweh, City of Pheonix, Lisa Williams, City of Phoenix*

*LUNCHEON SPEAKER: Shirley Pinkerton, President, Docent Council - Arizona Historical Society, Southern Division*

# THURSDAY, September 17th Sessions (cont.)

**1:00 pm - 2:00 pm**  
Presidio III & IV

**Marketing with  
Arizona Zoom  
Prospector**

*MODERATOR: Kelly Patton, Sr. Econ. Dev., Consultant, APS*  
*SPEAKERS: Anatalio Ubalde, Zoom Prospector.com*  
APS offers a free, web-based tool to support community economic development efforts in attracting and expanding business and industry within Arizona. Arizona Prospector provides current, community-specific data on labor force, demographics, wages, consumer spending, top industries, transportation, educational attainment, etc. The tool also provides information on office, industrial, retail and commercial land availability offering potential prospects a comprehensive first look at many of the communities around the state.

Zoom Prospector recently went through an enhancement adding additional infographics as well as some new intelligence components with demographics, mapping, business and community comparisons. Please join us to hear from the CEO and Co-Founder of GIS Planning and ZoomProspector.com, Anatalio Ubalde, on how to make the most of this resource when positioning yourself for potential projects.

## BREAKOUT SESSIONS BEGIN

**2:00 pm - 3:00 pm**  
Presidio III & IV

**Sparking  
Revitalization -  
New Market  
Tax Credits**

*MODERATOR: Richard Wilkie, Econ. Dev. Mgr./Airport Mgr., City of Casa Grande*  
*SPEAKER: Pamela Sutherland, JD, EDFP*  
New Market Tax Credits are a resource to finance business investments in low-income communities by providing investors with state tax credits in exchange for delivering below-market-rate investment options. Investors receive a 39% tax credit spread over seven years if they make an investment in a qualified low-income community business. Explore how the program is sparking revitalization in Arizona in both metro and rural areas, and how you may be able to take advantage of the program to recruit companies to your community.

**Economic Development Academy  
of Arizona -- Course 2**

**2:00 pm - 3:00 pm**  
Presidio I

**Research  
Methods for  
Economic  
Development**

*MODERATOR: Angela Talbot, Senior VP, Business Development, GPEC*  
*SPEAKER: Sarah Murley, Principal, Applied Economics LLC*  
Through research methods attendees will learn how to enhance their proposals and presentations or make a stronger case for the retention of businesses already in their communities. Topics and data sets to be covered are workforce, real estate, utilities, market access, secondary and post-secondary education, state/local taxes, employer costs, quality of life, and demographics. This is Module 4 of the Economic Development Academy of Arizona. NOTE: This session is open to all, however, you must attend the whole class (2:00 - 4:15) plus a payment of \$25 extra if you want to earn Academy credit.

**3:00 pm - 3:15 pm**

**Break**

**Economic Development Academy  
of Arizona -- Course 2 (Continues)**

**3:15 pm - 4:15 pm**  
Presidio I

**Research  
Methods for  
Economic  
Development**

*MODERATOR: Angela Talbot, Senior VP, Business Development, GPEC*  
*SPEAKER: Sarah Murley, Principal, Applied Economics LLC*  
This is a continuation of the 2:00 pm session. This is Module 4 of the Economic Development Academy of Arizona. NOTE: This session is open to all, however, you must attend the whole class (2:00 - 4:15) plus a payment of \$25 extra if you want to earn Academy credit.

**3:15 pm - 4:15 pm**  
Presidio III & IV

**Elements of  
Successful  
Prospecting &  
Grant  
Applications**

*MODERATOR: Bobby Davis, Economic Dev. Specialist, Town of Payson*  
*SPEAKER: Keith Watkins, Senior Vice President--Rural Development, Arizona Commerce Authority*  
This session will deliver the basics of successful prospect responses to inquiries and RFP's. Attendees will be guided through the steps that should be taken prior to completing a response to a prospect inquiry. This session will also include insights on necessary elements to successful grant writing. The session is geared toward those who have little to know experience in the prospecting and grant application process.

# THURSDAY, September 17th Sessions (cont.)

**4:30 pm - 5:30 pm**  
Agave Ballroom

**AAED Board Meeting**

**5:30 pm - 7:00 pm**

**Dinner  
(on your own)**

**7:00 pm - 10:00 pm**  
Sunrise

**Poker Night  
& Other Games  
(Snacks Served)**

Do you feel lucky? Go head to head with your fellow poker enthusiasts. The night will be filled with food, fun, heart aches and unforgettable, did that just happen, moments. Prizes will be awarded for the best, and worst, hands of the night, and the winner will earn, or bluff their way, to the highly coveted Card Shark trophy and bragging rights for the year. Cost: \$10.00 Buy In with the opportunity for a (1) time \$10.00 ReBuy

Poker isn't your game? What about CORNHOLE? In advance of our Inaugural Cornhole Tournament in February, we will be giving a demonstration on some of the finer points of the game.

# FRIDAY, September 18th Sessions

**8:30 am - 9:30 am**

**Breakfast**

**9:30 am - 10:30 am**  
Lobby

**Golden Prospector Award Presentation**

*HOST: Lori Quan, Deputy Director, City of Phoenix*

AAED is bringing back the Golden Prospector Award, recognizing the achievements of both practitioners and service providers. Join us at this breakfast where we will honor the finalists and announce the winners. (Details on the "Golden Prospector Award" may be found on line at [www.aaed.com](http://www.aaed.com).)

**10:30 am - 10:45 am**  
Presidio V

**Golden Prospector Award Winner Expo**

Mix and Mingle during the break with the Golden Prospector Award Winners.

**10:45 am - Noon**  
Presidio V

**Rural Roundtable**

*MODERATOR: Mignonne Hollis, Exec Director, Sierra Vista Econ. Dev. Foundation*

Rural practitioners are invited to informative discussions and sharing of ideas and best practices at our lively roundtable. An addition to the Rural Roundtable: "How to win big in economic development when you're small"  
*SPEAKER: Anatalio Ubalde, Zoom Prospector.com*  
Small cities are different but much of what is recommended as best practices in economic development are presented as though they are good for every community. But small communities (suburbs of big cities or rural areas near no major metro) can't win in economic development if they use the same strategies as big cities. And big city strategies aren't the right ones for them anyway. However, a lot of time and money is being spent by small cities on strategies that they are told are best practices when they really are bad practices for them. This session will tackle the real challenges small places have and how innovative communities have responded with programs, policies, and marketing that is appropriate for small communities.

**10:45 am - Noon**  
Presidio IV

**Tribal Roundtable**

*MODERATOR: Jacqui Sabo, VP of Sales, Goodmans Interior Structures*

*SPEAKERS: Gary Mack USDA, Richard Grijalva, ED-Tohono O'odham, and Marcelino Flores, Pascua Yaqui Tribe.* This session features tribal leaders sharing updates on their communities while exploring opportunities with other practitioners and service providers to advance the economic development of tribes in Arizona.

**Noon**

**Conference Adjourns**

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Town of Marana

## AWARDS BREAKFAST SPONSOR

Turner Construction  
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## POKER NIGHT SPONSOR

Partnership for Economic Development (Lake Havasu)

## COMMUNITY SPONSORS

City of Cottonwood, La Paz County, Northern Arizona Council of Governments (NACOG)  
Sierra Vista Economic Development Foundation (SVEDF), Town of Sahuarita