



**2021 Governor’s Conference on Economic Development**

**February 3 - 5, 2021**

**A Virtual Event!**

*Equity in Economic Development*

**Sponsor:** Title



Wednesday, February 3, 2021	
<p><b>1:30 - 3:00 PM</b></p>	<p><b>WEDA ACADEMY WEBINAR (Optional - Requires add'l registration fee)</b>  <b>Fundamentals of Business Retention</b>            Business retention and expansion (BRE) programs are essential for building a thriving local and regional economy. Through the use of a formal BRE program, communities are able to build stronger relationships with the business community by identifying barriers to growth and connecting businesses with resources to prosper and grow.</p> <p>Through this course, participants will learn about the importance of having a formal BRE program. Essential program components will be explored, including business visitation. Topics will include the selection of businesses to be surveyed, survey tools and tracking and measuring responses and follow-up. Best practices will be considered including addressing immediate needs, seizing opportunities for growth and building strong relationships with the business community. These concepts will be reinforced through a case study of Rock County’s successful business retention program.</p> <p><b>Speakers: Victoria Pratt, CEcD, Executive Director, JCEDC; President, ThriveED            James Otterstein, CEcD, Economic Development Manager, Rock County</b></p>
Thursday, February 4, 2021	



<p><b>10:40 AM</b></p>	<p><b>Access to Capital in Difficult Times: What’s Happening</b>  Wisconsin offers a wide-range of financing options for developers, business owners and entrepreneurs to expand and/or create new businesses. This session will provide information regarding access to venture capital funds, the latest developments on tax credit programs, funds available through state and federal programs and ways to enhance banking partnerships for small emerging to large expanding businesses.  <b>Moderator: Kathryn Berger, CG Schmidt</b>  <b>Speakers: Daniel Timm, VP Commercial Loan Officer, Community Bank of Portage</b>  Marjorie Rucker, Executive Director, The Business Council  Shreedhar Ranabhat, Commercial Lending Product Manager, Wisconsin Housing &amp; Economic Development Authority  Richelle Martin, Managing Director, WINNOW Fund</p>
<p><b>11:30 AM</b></p>	<p><b>Unique Challenges for Ethnic/Diverse-Owned Businesses</b>  A panel of ethnic/diverse-owned businesses will share the unique challenges they face, the types of resources that have helped them succeed in the past, and the assistance they still need to help their businesses recover from the pandemic.  <b>Moderator: Maysee Herr, HWCC, Hmong Wisconsin Chamber of Commerce</b>  <b>Speakers: Tiffany Miller, Fly Blooms, Milwaukee</b>  Kou Lee, Koreana Restaurant, Appleton  Talethea Thompson, PumpFive Fuel Delivery, Milwaukee  Priscilla Prado, Midwest Accounting &amp; Consulting, Milwaukee</p>
<p><b>12:15 PM</b></p>	<p><b>LUNCH BREAK</b></p> <p style="text-align: center;"><b>Sponsored by:</b></p>
<p><b>1:00 PM</b></p>	<p><b>Microbusiness: Making an Impact Throughout Wisconsin and Our Nation</b>  This panel will share a brief history of microbusiness and review the current state and projected forecast for microlending and small business support in urban and rural communities. Learn how you can work with, tap into and leverage the support in your community.  <b>Moderator: Wendy Baumann, President &amp; CVO, WWBIC</b>  <b>Speakers: Robert Villareal, California Community Development, San Diego, CA</b>  Connie Evans, CEO, Association for Enterprise Opportunity, Washington, DC  Agnes Noonan, WESST, Albuquerque, NM  Ayrienne Parks, Rapoza Associates, Washington, DC</p>





Title Sponsor:

Friday



Friday, February 5, 2021	
8:30 AM	Welcome - Beth Weirick, CEO, Milwaukee Downtown
8:35 AM	Introduction to Opening Session Jason Monnett, Board Chair, Wisconsin Economic Development Association  <b>The Economic Impact of 2020 on Wisconsin Tourism - Planning for 2021</b> Wisconsin tourism and hospitality leaders will reflect on 2020 and the economic impact it has had on this industry across the state. The discussion will include some unique approaches that were implemented to keep this industry alive while planning forward for 2021 and beyond. <b>Moderator:</b> David Kircher, Phoenix Financial Advisors, LLC. <b>Speakers:</b> Alex Lasry, Senior Vice President, Milwaukee Bucks Kathleen O’Leary, CEO, Wisconsin State Fair Park Greg Marcus, CEO, The Marcus Corporation Acting Secretary Anne Sayers, Wisconsin Department of Tourism
10:00 AM	CONFERENCE BREAK  Sponsored by:
10:15 AM	<b>Recovery Steps for Businesses and Communities Impacted by Civil Unrest</b> A roundtable discussion examining the rebuilding efforts following the summer protests in Milwaukee, Kenosha, Madison. How have other neighborhoods in the past recovered from similar situations? <b>Moderator:</b> Scott Harrington, Principal Planner, Vandewalle & Associates, Inc. <b>Speakers:</b> John Antaramian, Mayor, City of Kenosha Tiffany Kenny, Executive Director, Madison’s Central Business Improvement District Joanne Sabir, Co-Founder, Sherman Phoenix and Advisor, American Family Insurance Pat O’Brien, Executive Director, Milwaukee 7 Kristian Vaughn, Southeast Regional Economic Development Director, WEDC

<p><b>11: 10 AM</b></p>	<p><b>How Rural Communities Thrive While Shedding Population: Learning to Shrink Smart</b>  Learn how your community can continue to thrive despite population losses. Shrinkage is a process that needs to be managed, not a problem to worry about. Shrink smart towns have invested in community amenities, promoted civic engagement, and created a culture of openness and social entrepreneurship to increase quality of life. While still losing population overall, many shrink-smart towns have seen gains in younger families and children. Case studies of smart shrinking towns are discussed.  <b>Speaker: David J. Peters, Ph.D., Associate Professor of Sociology &amp; Extension Rural Sociologist,</b>  <b>College of Agriculture and Life Sciences, Iowa State University</b></p>
<p><b>12 Noon</b></p>	<p><b>Governor’s Conference - Closing Comments</b>  <b>Jason Monnett, Board Chair, Wisconsin Economic Development Association</b></p>