

# 2014 PEDAFall Conference

## THE SWEET SIDE OF ECONOMIC DEVELOPMENT

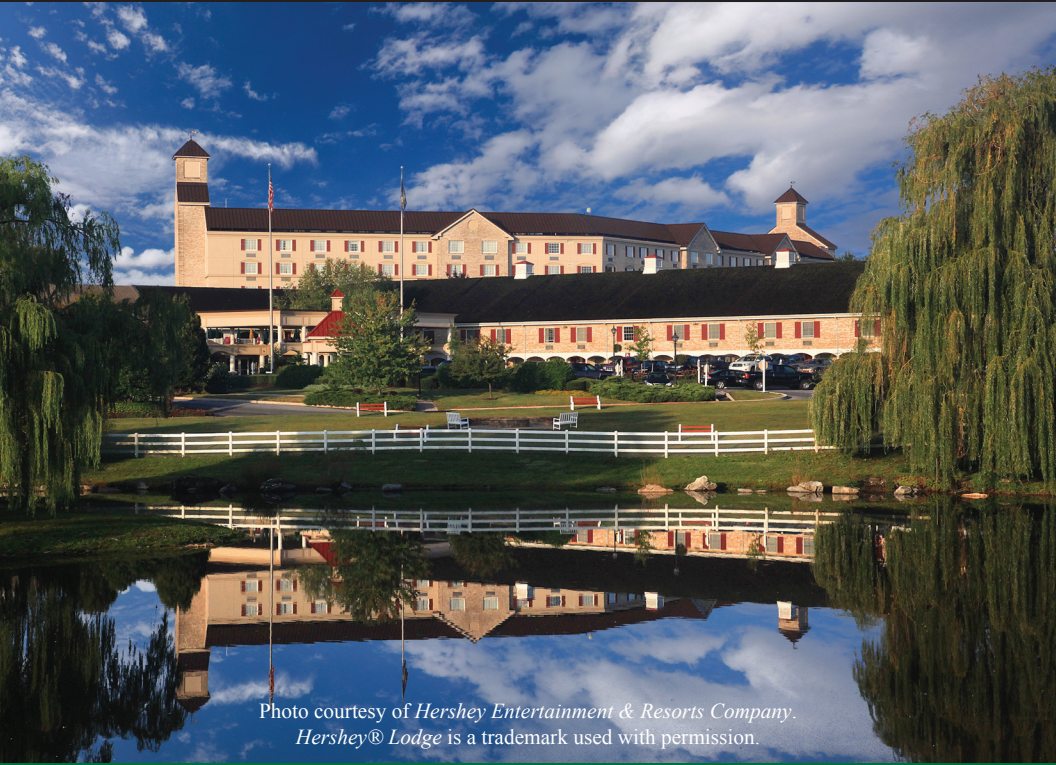


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October 6-8, 2014

#PEDAFALL14

@MYPEDA

# REGISTRATION INFORMATION

## **Pennsylvania Economic Development Institute (PEDI) Pre-Conference Session Registration:**

This is separate from the 2014 PEDA Fall Conference. Although it is advertised in the event agenda, it is NOT included in the price of the 2014 PEDA Fall Conference. For more information, or to register for the PEDI pre-conference session, please visit: [peda.org/events](http://peda.org/events).

## **Full Conference Registration:**

Fees for the 2014 Fall Conference include all refreshment breaks and meals as indicated on the agenda. The fee for PEDA members is \$325 and the non-member fee is \$425 per person. Partial conference registration options for members are listed on the registration form.

**Please note: anyone attending receptions only will be charged for food and beverage consumption and should contact PEDA Headquarters in advance.**

## **Cancellation / Refund Policies:**

Due to venue guarantees, requests for cancellations and refunds must be made in writing and received by Friday, September 26th. No refunds will be granted after that point. All cancellations or refunds are subject to a \$50 administrative fee. No-shows will be billed in full.

## **Hotel Accommodations:**

The 2014 PEDA Fall Conference will be held at the *Hershey® Lodge* in Hershey, PA. Call the venue directly at (800) 533-3131 to reserve your overnight room or to obtain directions. Reference PEDA's 2014 Fall Conference to receive the discounted rate of \$179/night, which includes free parking. The DEADLINE to reserve rooms at the PEDA rate is July 27, 2014.

**Should our room block reach capacity, PEDA may attempt to secure additional rooms at a nearby hotel. Please visit [peda.org](http://peda.org) or contact PEDA Headquarters for updates.**

## **Sponsorship Opportunities:**

Sponsorship and display opportunities are available for the 2014 PEDA Fall Conference. Visit [peda.org/sponsorships](http://peda.org/sponsorships) to download the Sponsorship Form or call (717) 441-6047 for more information.

## **Questions:**

Call us at (717) 441-6047 or e-mail [conferences@peda.org](mailto:conferences@peda.org).

**2014 PED A FALL CONFERENCE**  
**The Sweet Side of Economic Development**

**October 6th - 8th**  
**Hershey® Lodge**  
**Hershey, PA**

**REGISTRATION FORM**

**Attendee Information:** One registration per form. For additional registrations, copy this form or download additional forms from [peda.org](http://peda.org).

Attendee's Full Name \_\_\_\_\_ Title \_\_\_\_\_

Name on Badge \_\_\_\_\_ Credentials on Badge (e.g., CEcD) \_\_\_\_\_

Company \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail (required) \_\_\_\_\_

**Registration Information:** Please select from registration options below.  
Register by Thursday, September 25th to be included on the attendee list.

**Full Conference Registration**

**Single Day Conference Registration**

☐ PED A Member.....\$325

☐ Tuesday Conference.....\$240

☐ Non-Member.....\$425

☐ Wednesday Conference.....\$140

☐ PED A Lifetime Member...\$190

☐ **Optional Event: Monday, October 6, 2014**

Highlighting Hershey's Business Community - 1:00 pm - 3:00 pm (FREE)

- This optional off-site trip will include a tour of a world class Hershey Company manufacturing facility as well as overviews of the Penn State Milton S. Hershey Medical Center and the Hershey Center for Applied Research. Please visit [peda.org](http://peda.org) for details.

**Total Amount Due \$** \_\_\_\_\_

☐ Payment Enclosed

☐ Check requested/will follow in the mail

**PAYMENT**

**PLEASE RETURN**  
this form with full payment to:  
**PEDA**  
908 N. Second Street  
Harrisburg, PA 17102  
717-236-2046 (fax)

1. **Check:** Download this form, complete required information and mail, with check made payable to PED A, to 908 N. Second Street, Harrisburg, PA 17102 or fax form to (717) 236-2046.

2. **Credit Card:** Visit [peda.org](http://peda.org) to register and pay by credit card.

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**Questions:** Call (717) 441-6047 or e-mail [conferences@peda.org](mailto:conferences@peda.org).

# PEDA thanks



**DAUPHIN COUNTY**

Economic Development Corp.

2 South 2nd Street, P O Box 1295, Harrisburg, Pennsylvania 17108-1295

(717) 780-6250 Fax: (717) 257-1513

## Exclusive Sponsor of Monday's Welcome Reception at Tröegs Brewing Company



### 2014 PEDA OFFICERS

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#### Executive Director

Joshua L. Skopp, MPA

Pennsylvania Economic Development Association

Pennsylvania Economic Development Institute

Harrisburg, PA

# AGENDA: MONDAY, OCTOBER 6, 2014

*Agenda is subject to change.*

## **8:30 am – 9:00 am**

Registration (Pre-Conference Session); See the note at the end of this page.

## **9:00 am – 12:15 pm \*†**

Pre-Conference PEDI Session (3.00 PDUs Finance)

## **Introduction to Tax-Exempt Financing**

*Jonathan Cox, Partner, Rhoads & Sinon (Municipal Finance Group)*

*Kenetha Hansen, VP, Business Development, York County Economic Alliance*

## **12:00 pm – 5:00 pm**

Conference Registration

## **12:15 pm – 1:00 pm**

Conference Committee Meeting

## **12:15 pm – 1:00 pm**

Membership & Communications Committee Meeting

## **1:00 pm – 3:00 pm**

**Optional Tour:** Highlighting Hershey's Business Community

## **1:00 pm – 2:00 pm**

EDC Committee Meeting

## **2:00 pm – 3:00 pm**

Advocacy Committee Meeting

## **3:00 pm – 5:00 pm**

Exhibitor Booth Set Up

## **3:15 pm – 5:15 pm**

Board of Directors Meeting

## **6:00 pm – 8:00 pm**

Welcome Reception (Tröegs Brewing Company)

Transportation will be provided. Visit the conference website for details.

**Note:** The pre-conference session has a separate agenda & registration form and is worth 3.0 Finance PDUs.

# KEYNOTE SPEAKER:

## Jim George, Founder & President, All About Hershey *Milton Hershey: The Entrepreneur and His Town*

James D. George is the Community Relations Liaison at Penn State M.S. Hershey Medical Center & College of Medicine. In this capacity, he is helping to develop and expand Penn State Hershey's Community Relations Department and their community outreach programs. George is also Founder & President of All About Hershey, LLC, an independent business he founded that promotes Milton S. Hershey's legacy, the Hershey Idea and the uniqueness of the thriving company town that Milton Hershey established.



Prior to the start-up of his company and his work at Penn State Hershey, George worked for The Hershey Company, retiring in December 2012 after 28 years of service. In his last role at The Hershey Company, George served as Vice President, Corporate Social Responsibility. In that role, George was responsible for the company's corporate social responsibility and community outreach programs locally, nationally and internationally.

George joined The Hershey Company in 1984. He held several positions in Hershey's Sales and Sales Management areas prior to becoming the Manager, Merchandising Packaging in 1992. He was promoted to Director, Packaging in 2001, Vice President of Packaging in 2004, and assumed global packaging responsibility in 2006.

George was named Vice President, Community Relations, in February 2008 and took on additional responsibilities as Vice President, Corporate Social Responsibility in December 2009. He was responsible for managing the company's corporate social responsibility programs: community outreach, corporate philanthropy, environmental stewardship and sustainable supply chain initiatives. He took the lead on strengthening the company's ties with the Milton Hershey School and leading operations for Hershey's Track & Field Games. In addition, George was responsible for the company's charitable sponsorships, including United Way and efforts on behalf of Children's Miracle Network.

George is a graduate of Grove City College with a degree in business administration. He is co-founder of Project Fellowship, a program designed to build bridges between Milton Hershey School students and houseparents and Hershey Entities' employees and their families. He is an Eagle Scout and an elder at Derry Presbyterian Church, Hershey.

In the community, George serves on the Executive Committee of Penn State Hershey Children's Miracle Network Advisory Board and is a past chairman. He also serves on The Hershey Story Advisory Board, the New Birth of Freedom Council Boy Scouts of America Board of Directors, Penn State M.S. Hershey Medical Center Community Needs Assessment Advisory Board and the Hershey Rotary. He rides annually in charity bike rides. A private pilot, George also donates plane rides to charitable causes.

George and his family live in Hershey.



# AGENDA: TUESDAY, OCTOBER 7, 2014

**7:30 am – 8:30 am**

Continental Breakfast & Registration

**8:30 am – 8:45 am**

Welcome from President of PEDAs: David Black

Welcome from Dauphin County Commissioners

**8:45 am – 9:00 am**

Recognition of Sponsors / Introduction of Keynote Speaker

**9:00 am – 10:00 am \*†**

**Keynote – Milton Hershey: The Entrepreneur and His Town**

*Jim George, Founder & President, All About Hershey*

**10:00 am – 10:15 am**

Break

**10:15 am – 11:45 am \*†**

**Urban Development Opportunities & Challenges: The Harrisburg Story**

*David Butcher, President, WCI Partners*

*Jackie Parker, Director of Community and Economic Development, City of Harrisburg*

*Bradley R. Jones, President-Elect and VP, Community Development, Harristown Enterprises, Inc.*

**12:00 pm – 1:30 pm**

Lunch, General Membership Meeting, & Awards Presentation

Governor Tom Corbett (invited)

**#PEDAFALL14**

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# SPONSORS

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# AGENDA: TUESDAY, OCTOBER 7, 2014

**1:45 pm – 2:45 pm \*†**

## **Best Practices and New Developments in Business Acceleration**

*Wayne Barz, Manager, Entrepreneurial Programs, Ben Franklin Technology Partners of Northeastern PA*

*Pam Martin, Executive Director – Techcelerator@carlisle, Ben Franklin Technology Partners of Central and Northern PA*

**2:45 pm – 3:00 pm**

Break

**3:00 pm – 4:00 pm \*†**

## **Workforce Development: The challenge of the future – what happens when a region runs out of workers?**

*Nancy Dischinat, Executive Director, Lehigh Valley Workforce Investment Board*

*Mike Lawrence, Interim Director, South Central PA Workforce Investment Board*

**4:00 pm – 4:15 pm**

Break

**4:15 pm – 5:15 pm \*†**

## **Tourism – The Unexpected Economic Driver**

*Mary Smith, President, Hershey Harrisburg Regional Visitors Bureau*

*Bradley R. Jones, President-Elect and VP, Community Development, Harristown Enterprises, Inc.*

*Joe Massaro, GM of the Harrisburg Hilton and Chairman of the Board of the Pennsylvania Association of Travel & Tourism*

**5:30 pm – 6:00 pm**

New Member Meet and Greet

**5:30 pm – 7:30 pm**

Reception (*Hershey® Lodge*)

# AGENDA: WEDNESDAY, OCTOBER 8, 2014

**8:00 am – 9:00 am**

Hot Buffet Breakfast / Networking (Network with colleagues to discuss regional issues)

**9:00 am – 10:15 am \*†**

## **Life Sciences – Linking Resources and Opportunities to Grow a New Industry Cluster**

*Mel Billingsley, President & CEO, Life Sciences Greenhouse of Central Pennsylvania*

*Keith Marmer, Associate Dean for Research Innovation, Penn State College of Medicine*

*Steve Brawley, President & CEO, Ben Franklin Technology Partners of Central and Northern Pennsylvania*

**10:15 am – 10:30 am**

Break

**10:30 am – 11:45 am \*†**

## **Pennsylvania DCED Update**

*Scott Dunkelberger, Director, Center for Business Financing, Pennsylvania DCED*

**11:45 am**

Conclude

### PEDA INDIVIDUAL CERTIFICATION / DCED ORGANIZATIONAL CERTIFICATION PROFESSIONAL DEVELOPMENT UNITS

Conference sessions marked with an asterisk (\*) qualify for Professional Development Units (PDUs) under the PEDA Individual Certification Program guidelines. One PDU equals one hour of actual professional development or educational activity. A maximum of **8.00** total individual PDUs are available to a full conference registrant (not including the pre-conference session).

Conference sessions marked with this symbol (†) qualify for organizational PDUs in accordance with DCED's Guidelines for Certification of Economic Development Organizations. A maximum of **8.00** total organizational PDUs are available to a full conference registrant (not including the pre-conference session).

**Up to 3.0 additional organizational and individual PDUs are available for those attending the pre-conference session, for which a separate registration form MUST be completed and submitted with payment. A maximum of 11.00 total organizational and individual PDUs are available to a qualified individual attending all conference sessions and the pre-conference session.**

**FULL SPEAKER BIOS ARE AVAILABLE TO VIEW ONLINE AT:  
[peda.org/events](http://peda.org/events)**

This event is recognized by the International Economic Development Council (IEDC) as a professional development training that counts toward the recertification of Certified Economic Developers (CEcD). IEDC's mission is to provide leadership and excellence in economic development for its communities, members, and partners. This complements PEDA's mission to promote sound economic development policies, provide leading edge economic development education, and nurture an effective state-wide economic development network to foster the economic health of the Commonwealth.

IEDC's courses are offered throughout the year and around the country and a full listing can be viewed at [www.iedconline.org](http://www.iedconline.org).

Jun 19-20	Neighborhood Development Strategies	Madison, WI
Jul 17-18	Economic Development Strategic Planning	Atlanta, GA
Aug 21-22	Business Retention and Expansion	Indianapolis, IN
Sep 18-19	Economic Development Strategic Planning	Baltimore, MD
Oct 9-10	Real Estate Development and Reuse	Atlanta, GA
Oct 15-17	Economic Development Credit Analysis	Fort Worth, TX
Oct 19-22	2014 Annual Conference	Fort Worth, TX
Nov 6-7	Real Estate Development and Reuse	Lansing, MI



PENNSYLVANIA ECONOMIC DEVELOPMENT  
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