

Washington Economic Development Association presents:



Onward & Upward

Economic Recovery Resources Forum

July 14-15, 2020

A virtual event, brought to you LIVE from Vancouver, WA

If you need technical assistance during the Forum, please use these online troubleshooting tools:



- In Swapcard app: Resources Center & “Contact app support” on right hand side of desktop screen
- Go to www.Swapcard.com and log in with your e-mail address
- Email info@wedaonline.org
- Text Carey 650-796-3311 or Suzanne 206-769-4217

AGENDA

Monday, July 13 – Pre-Forum

3:00 - 5:30 pm

WEDA Board Meeting - Board Members only

Virtual – broadcast from Beech Conf. Room, 2nd floor, Vancouver City Hall

Forum Agenda

Tuesday, July 14

All forum sessions will be virtual, brought to you LIVE from the Vancouver Hilton

8:30 am **Participants Asked to Log-In to Swapcard Early**

Swapcard Introduction/Tips & Tricks

OPENING SESSION

9:00 – 10:15 am

Welcome & Introductions, Swapcard Poll

Welcome: Mayor Anne McEnerny-Ogle, City of Vancouver

Washington State Department of Commerce Director Lisa Brown

Onward & Upward for All – a Fireside Chat on Equity through the Recovery

Washington State Department of Commerce Director Lisa Brown & Bryant Campbell, Diversity, Equity & Inclusion Manager, Business Oregon

10:20 – 10:50 am **Networking Break – Virtual Coffee Chats**

Targeted topics (choose one):

- Diversity, Equity & Inclusion – What Does It Mean for Our Work?
- Finding Funding, Managing Grants & Loans
- Saving Main Street – Creative Small Business Strategies

GENERAL SESSION PANEL

11:00 am – 12:00 pm

Kickoff, Swapcard Poll

Panel: *Leveraging Resources, Rebuilding Communities*

Richard Berndt, Economic Development Representative, Washington and Arizona, US Department of Commerce, Economic Development Administration

Jeremy Field, Regional Administrator, Small Business Administration

Jeff Finkle, President & CEO, International Economic Development Council

Tim Mahedy, Chief of Staff, Federal Reserve Bank of San Francisco

KEYNOTE SESSION

12:00 – 1:30 pm

Kickoff, Swapcard Poll

Brief Highlights: Association of Washington Business “Washington in the Making” Project

Special Remarks: Washington State Governor Jay Inslee

Keynote Address: *Accessing Capital to Spark Recovery*

Rob Nichols, President & CEO, American Bankers Association

1:45 – 2:15 pm

Networking Break – Virtual Coffee Chats

Targeted topics (choose one):

- Addressing Broadband Gaps & Growing Innovation Infrastructure
- AWB Institute’s “Washington in the Making” Project
- Rural Recovery Strategies

BREAKOUTS

2:30 – 3:30 pm

Breakouts (select one of three)

Public Health as an Economic Imperative: *Maximizing Strong Health Partnerships for a Successful Economic Recovery*

- Ben Danielson, Clinic Chief & Senior Medical Director, Odessa Brown Medical Clinic, Seattle Children’s Hospital
- Alison Poulsen, Executive Director, Better Health Together, Spokane
- Fawn Sharp, President, Quinault Indian Nation and President, National Congress of American Indians
- Washington State Secretary of Health John Wiesman

Worker Safety as an Economic Imperative: *Safe Work = Job Recovery*

- Anthony Anton, President & CEO, Washington Hospitality Association
- Josh Hinerfeld, CEO, Firestone Pacific Foods
- Mark Riker, Executive Secretary, Washington State Building and Construction Trades Council
- Joel Sacks, Director, Washington Department of Labor & Industries

Workforce Development as an Economic Imperative: *Rebuilding and Reinventing Our Workforce from Cradle to Career*

- Dr. Chris Chmura, Founder & CEO, Chmura Economics & Analytics
- Emile “Mel” Netzhammer, Chancellor, WSU Vancouver
- Kevin Perkey, CEO, SW Washington Workforce Development Council
- Nicole Sohn, Owner, Journey Discovery Center (early learning)

3:45 – 4:45 pm

Networking Break – Virtual Happy Hour

Targeted topics (choose one):

- Managing and Collaborating with Remote Workers and Partners
- Staying Sane Through Crisis – Finding Work-Life-Family Balance
- Networking Magic – Getting to Know Some Cool Economic Developers and Community Leaders

5:00 – 6:00 pm

Virtual Tour of the Vancouver Waterfront

- Mike Bomar, Economic Development Director, Port of Vancouver, USA
- Teresa Brum, Economic Development Manager, City of Vancouver

Wednesday, July 15

8:15 – 8:45 am

Networking Break – Virtual Coffee Chat

Targeted topics (choose one):

- Fostering Innovation and Entrepreneurship Through Recovery
- Building Human Capital & Fostering Diversity in Workforce Development
- Preparing for Infrastructure Investment Opportunities

KEYNOTE SESSION

9:00 – 9:45 am

Welcome & Announcements, Swapcard Poll

Keynote Address: *Building the Back to Work Toolkit*

Katie Drucker, Head of Business Development & Partnerships, Madrona Venture Group

GENERAL SESSION

9:45 – 10:30 am

Rising All Boats as We Recover: Equity as Essential in Recovery

Tory Campbell, Economic Development Director, Prosper Portland

Carmen Castro, Executive Director, Hispanic Metropolitan Chamber

Bobby Lee, Director, Office of Economic Development, City of Seattle

BREAKOUTS

10:45 – 11:45 am

Breakouts (select one of three)

Regional Policy Solutions: Leveraging Partnerships and Data for Regional Challenges

- Alisha Benson, CEO, Greater Spokane, Inc.
- Bill Greene, Client Director, Government Solutions, Dun & Bradstreet
- Jeff Koffel, Executive Director, Tri County Economic Development District
- Matt Miller, Interim President & CEO, Greater Portland, Inc.

Infrastructure as a Critical Catalyst for Economic Recovery

- Janea Delk, Executive Director, Community Economic Revitalization Board
- Atul Deshmane, Commissioner, Whatcom County Public Utility District
- Latisha Hill, Vice President, Community & Economic Vitality, Avista
- Mayor Anne McEnerny-Ogle, City of Vancouver
- Peter Rogoff, CEO, Sound Transit

Innovative Financing Tools for Entrepreneurship & Economic Recovery

- Stephen Green, Backstage Capital
- Melissa LaFayette, Field Director, National Development Council
- Lisa Smith, Executive Director, Washington Microenterprise Association

KEYNOTE SESSION

12:00 – 1:30 pm

Kickoff, Swapcard Poll

Report on Recommendations from Breakouts and Coffee Chats – Shaping WEDA’s Economic Recovery Legislative Action Agenda

Keynote Address: *Onward & Upward* – An Action Plan for Economic Developers

Richard Florida, University Professor, University of Toronto’s School of Cities and Rotman School of Management; Distinguished Fellow at NYU and FIU and Co-Founder and Senior Editor, *The Atlantic City Lab*

Closing Session

WEDA Officer & Board Elections

Special Thanks to Our Conference Planning Committee

Teresa Brum, City of Vancouver (Committee Chair)
Mike Bomar, Port of Vancouver USA
Ellie Chambers- Grady, Former WEDA Board Chair
Kathy Cocus, Kitsap Economic Development Association
Suzanne Dale Estey, WEDA Staff
Jim Hagar, Port of Vancouver USA
Holly House, Thurston Economic Development Council
Theresa Mangrum, Kitsap Economic Development Association
Carey Sheffield, WEDA Staff
Gina Stark, Port of Bellingham

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