



Learning, Sharing & Partnering for High Performance



Montana Economic Development Conference & Leadership Development Event

IMPACT! Learning, Sharing & Partnering for High Performance

Brief Description: Hosted by Great Falls Development Authority in downtown Great Falls, this Montana Economic Developers Association Event will deliver on its promise to Impact! you. For \$125 for members, \$175 non-members, and \$75 for students, this conference will provide you with:

- Keynote addresses from Renowned Experts
- Networking with Economic Development Professionals including EDA officials
- Tours with Businesses Impacted by Economic Development Programs
- Options to Explore a Revitalized Downtown Great Falls
- Details on Foreign Direct Investment and Exporting
- Insights for Innovative Financing of Real Estate and Businesses
- Ways to Unleash Leadership
- Infrastructure Mini-Summit
- Door Prizes
- Resource and Sharing Showcase

Who should attend? Economic Developers, Economic Development Board Members & Investors, Planners & Community Developers, Elected Officials & Community Leaders, Industry Leaders, State and Federal Officials, Bankers, Real Estate Developers & Brokers, Educators & Trainers

Conference Location: [Mansfield Convention Center](#), Great Falls Civic Center, 2 Park Drive South, Great Falls, MT 59403.



Lodging: Call the [Best Western Plus Heritage Inn](#), 1700 Fox Farm Road, Great Falls, MT, at 406-761-1900 and request the MT Economic Development Conference Block to receive the starting rate of \$83.00 per night plus tax. You must reserve your room by April 10th. Be sure to visit the [Great Falls Tourism Business Improvement District](#) website, one of our conference sponsors, for other lodging options as well.




Registration and Cost: While the agenda will continue to be updated and fine-tuned, registration is now open! [Registration](#) There are three cost options for registrants:

1. If you are a MEDA Member, sponsor, or if you promoted this conference on your website, Facebook, Twitter, LinkedIn, or other social media, you may use the rate of \$125 to register. This early bird rate ends April 14th; on April 15th the cost is \$150.

2. If you are not a member of MEDA and unable to promote the conference the rate is \$175 for the entire conference. On April 10th, the rate is \$200. You may register at the membership rate if you share the conference information via listserv, website, or social media.
3. If you are a student and wish to attend the conference, the special student rate is \$75. Everyone must register for the conference, including sponsors and panelists, so that MEDA has an accurate count and a name tag for each individual.

Pre-Schedule Friday, May 1 - Sunday, May 3
Check out all of the Optional Pre-Conference Great Falls Cultural Events!

May 1	May 2	May 3
<ul style="list-style-type: none"> • Electric City Speedway – Mud in Montana • CM Russell Museum • Paris Gibson Square – Museum of Art • First People’s Buffalo Jump • Rivers Edge Trail • Skate Park • The History Museum • Giant Springs State Park • Golf • Shopping • Microbrew Tour • ...and More! 	<ul style="list-style-type: none"> • Cruisin’ the Drag • CM Russell Museum • Paris Gibson Square – Museum of Art • First People’s Buffalo Jump • Rivers Edge Trail • Skate Park • The History Museum • Giant Springs State Park • Golf • Shopping • Microbrew Tour • ...and More! • 	<ul style="list-style-type: none"> • Lewis & Clark Interpretive Cr 17th Anniversary Celebration • CM Russell Museum • Paris Gibson Square – Museum of Art • First People’s Buffalo Jump • Rivers Edge Trail • Skate Park • The History Museum • Giant Springs State Park • Golf • Shopping • Microbrew Tour • ...and More!



Schedule (Draft – as of 4-28-2015)

Sunday, May 3

7:00 pm Early Bird Networking Social
 Join us for a no-host Networking Social at The Front Brewing Company, 215 3rd St NW. Get a jumpstart on your networking for the conference!

Monday, May 4

7:30am Registration Opens

8:00am-11:30am



Della RuckerCEcD AICP has helped citizens, businesses, governments and nonprofits improve their communities' futures for nearly 20 years.

FREE BONUS Pre-Conference Workshop
Creating an Entrepreneurial Eco-System in Your Community
 Della Rucker, CEcD AICP

We know that our communities need a rich collection of healthy small businesses, but what can we actually do to help make that happen? In this fast-paced, eye-opening and hands-on workshop, we will explore the inner world and the sometimes unspoken needs of entrepreneurs and business owners, and we'll explore the ways communities of all kinds have been building strong, resilient small

business communities across the U.S. And we will work together to figure out how to bring these opportunities home to Montana!

Della is the author of The Local Economy Revolution: What's Changed and How You Can Help and editor of Why this Work Matters, both from Wise Fool Press, and the author of the upcoming books Online Public Engagement, from Routledge Press, and New Learning from Las Vegas, from Wise Fool Press .

11:30am- 6:00pm

Resource & Sharing Showcase Open

View displays and learn of success stories, programs, and tools for economic development from our event sponsors.

12:00pm-1:30pm

Keynote Kick-off Luncheon

Welcome to Great Falls from Brett Doney
Great Falls Development Authority
Congressional Greetings



Brett Doney, CEC



Tameka was named one of Denver Business Journal's Forty under 40 in 2011.

Keynote – Fostering Entrepreneurship

Tameka Montgomery, Associate Administrator
SBA Office of Entrepreneurial Development

Appointed to the position of Associate Administrator of the Office of Entrepreneurial Development at the U.S. Small Business Administration (SBA) in 2013, Tameka Montgomery manages the agency's counseling and training programs which serve more than 1.5 million entrepreneurs and small businesses nationwide.



Ashley was born in Helena, Montana, and graduated with high honors from the University of Montana.

Keynote – Fostering Global Partnerships

Ashley Zuelke, Senior Advisor for Export Policy, Promotion and Strategy
International Trade Administration, U.S. Department of Commerce

Ashley Zuelke serves as a senior advisor at the U.S. Department of Commerce's International Trade Administration and leads policy development and promotion efforts to help more U.S. businesses export and reach international customers. Ashley coordinates Commerce and government-wide efforts to help more U.S. businesses increase exports, expand into new markets, and compete globally.

1:45pm-3:45pm

Downtown Revitalization & Entrepreneurship Impact

Walk and Learn: Small groups will form to conduct round robin visits to 4 - 5 businesses and projects. Tour leaders will share how the economic development took place and describe the tools used.

3:45pm – 4:00pm

Networking Refreshment Break

4:00pm - 6:00pm

Montana Infrastructure Mini-Summit

The Montana Section of the American Society of Civil Engineers recently completed an assessment of infrastructure in Montana. They have created a Report Card that grades the roads, water, wastewater, dams, irrigation canals, schools, and solid waste systems. MT ASCE is committed to improving Montana's public infrastructure and to achieve that goal, the Report Card depicts the condition and performance of Montana's infrastructure in the familiar form of a school report card—assigning letter grades that are based on physical condition and needed fiscal investments for improvement. MT ASCE will bring to light

the condition of Montana’s infrastructure and where the need lies for upgrades, replacement, and improvements. It is intended to reveal to local and state government agencies, state legislators, infrastructure owners, and the public in general the need for infrastructure improvements and therefore the need for the necessary funding. This session will summarize the process undertaken to develop Montana’s Report Card.

- Montana Infrastructure Report Card –Shoots Veis, P.E., Senior Project Manager, Interstate Engineering
- Panel: What is the Engineer Perspective? - Loran Frazier, P.E., WGM; Craig Nowak, P.E., Morrison-Maierle; Dave Aune, P.E., Great West Engineering; Lynn Zanto, MDT, Planning Division Administrator.
- Panel: What is the Economic Developer Perspective?
 - Urban and Rural Perspectives with Willdan

6:00pm-7:30pm

Kick-Off Networking Reception

Sponsored by Willdan Financial Services

Enjoy great refreshments and great networking at the Celtic Cowboy Restaurant & Pub, 116 1st Ave South.



Tuesday, May 5

7:30am – 5:30pm

Economic Development Resource Center Open

7:00am – 8:00am

IEDC Member & Prospective Member Coffee

with Jeff Finkle, President & CEO, International Development Council

Development Council

Jeff is a recognized leader and authority on economic development and set the course for a more effective and influential IEDC organization. Today IEDC is the world's largest economic development membership organization and is a \$5 million annual operation that is renowned for its leadership in professionalizing and diversifying the field of economic development.



Jeff Finkle, CECD, has appeared on CBS Sunday Morning, Fox television and the Journal Report.

8:00am – 9:00am

IMPACT Session: Indian Country Business in Montana

Sponsored by

Importing Capital, Creating Jobs

Moderator: Heather Sobrepena-George, MT Dept. of Commerce/Indian Country Economic Development. Larry Hall, S & K Technologies; Gerald Gray, G & G Advertising and Chair of the Little Shell Tribe.



9:00am-9:15am

Networking Refreshment Break

Sponsored by



9:15am-12:30pm

Manufacturing Impact Tour

Bus and Learn: Hop on a bus and in round-robin style visit several manufacturing operations with tour leaders focusing on not only what the company does but also the economic development tools used to support the company.

12:30pm-2:00pm

Economic Development Awards Luncheon

Sponsored by:



The State of Best Practice Economic Development from Around the Globe

Jeff Finkle, President & CEO, International Economic Development Council (IEDC)

Preview of Fall Montana Economic Development Awards

Meet the New EDA Denver Team

Welcome! Montana native Kirk Keysor is the new Economic Development Representative for Montana, North Dakota and South Dakota. Meet the entire team: Mari Sutton, Area Director and Patrick Waggoner, Economic Development Specialist.

2:15pm – 4:00pm



Barbara is an authority on building business through customer driven strategy and maximizing human assets.

Economic Revitalization: Strategies for a Changing World

Barbara Wold Leadership Workshop

Barbara is an internationally known speaker and authority to the retail, consumer, tourism and hospitality industries.

For any organization, strategies are essential. These strategies must be adaptable and flexible with an ever-changing community. A good strategy leads to a good result. Strategy formulation is inevitable for any organization to succeed in a changing world.

Whenever there are significant changes in the economy and the community, it is important for organizations to look at what they are doing and not doing when going through revitalization in an effort to boost their economic viability.

Sponsored by:



- Creating strategies for short-term and long-term growth
- Prioritizing community experience touch points to build support
- Thriving in an ever-changing community

Rather than being reactionary in changing times, it is far more productive to challenge the status quo, evaluate this new environment and re-position for these changing times.

4:00pm-4:15pm

Networking Refreshment Break

Sponsored by



4:15pm - 5:30pm

IMPACT Session: Housing and Economic Development

Panel organized by Sheila Rice, Director, NeighborWorks Housing; Moderator is Pam Davidson, President, Great Falls Assoc. of Realtors
Housing is as critical to economic development as economic development is critical to housing. Join this interactive discussion amongst leading rural and urban housing and economic developers from across Montana. Learn about what's working and what's not to make quality workforce housing a reality. Impact presenters include Jeff Rupp, HRDC; Lorette Carter, City of Shelby; Duane Ferdinand, City of Lewistown; Neil Fortier, NeighborWorks.

5:30pm - 6:30pm

Great Falls Showcase Networking Reception

Missouri Room, Great Falls Civic Center

Local live entertainment, great appetizers, community displays, and no-host cash bar are the ingredients for this fun networking opportunity before heading out to dinner.

7:00pm-9:00pm

No Host Dinners

Join colleagues to enjoy some of Great Falls’ classic and new unique local restaurants. Sign-ups will be available on Monday and Tuesday morning.

Wednesday, May 6

7:30am- Noon

Economic Development Resource Center Open

7:30am-8:30am

MEDA Annual Meeting & Legislative Recap

MEDA President Jason Rittal and MEDA Legislative Committee Chair Rick Edwards will share organizational and legislative information as part of MEDA's Annual Meeting.

8:30am–9:45am

Keynote - Unleashing Community and Business Leadership



Sponsored by:



Barbara Wold

Barbara Wold Leadership Workshop

Savvy organizations understand that sharing ideas and resources among like-minded and similar customer base businesses can lead to newfound success. Gain ideas to plan long-term partnerships and develop leadership that will help grow your organization.

Learn ways to partner with others to expand your reach in the community. The opportunities for these little kinds of partnerships are endless. No matter what kind of business you're in, you share opportunities with other organizations and leaders.

Special Guest:

Montana Governor Steve Bullock



FaceBook: GovernorBullock
Twitter: @GovernorBullock
Web: governor.mt.gov

9:45am-10:00am

Networking Refreshment Break

Sponsored by:



10:00am - Noon

**Special Economic Development Roundtable
U.S. Economic Development Administration**

MEDA attendees will participate in a round-table discussion about EDA programs, appropriations, and the economic situation in Montana.

Noon

Conference Wrap up & Door Prizes

No Host Lunch Options will be provided.

Thanks to our conference host



MEDA Agenda Committee: Brett Doney, Chair; Kathie Bailey, Kellie Danielson, Karyl Tobel, Steve Arveschoug, Rick Edwards, Jason Rittal, Paul Tuss, Trcy McIntyre, and Sarah Converse. Special thanks to the Great Falls Development Authority Staff: Rebecca Engum, Joelene Bach, Jeremiah Johnson, Jennifer Rogers, Lillian Sunwall, Jana Williams, and Jason Nitschke.

Sponsors that made this event possible:

