



(Tentative Schedule as of May 24, 2010- Subject to change)

## Saturday, August 14

- 2:00 p.m. - 5:00 p.m. Conference Registration
- 5:00 p.m. - 6:00 p.m. New Member Reception (SEDC)
- 6:00 p.m. - 7:00 p.m. Early Bird Reception
- Dinner on your own

## Sunday, August 15

- 7:00 a.m. - 2:00 p.m. Golf Tournament *(separate registration required)*
- 8:00 a.m. - 5:00 p.m. Conference Registration
- 8:00 a.m. - 5:00 p.m. SEDC Communications Awards Display Open
- 10:00 a.m. Gospel Brunch- House of Blues *(separate registration required)*  
House of Blues New Orleans World Famous Gospel Brunch
- 10:00 a.m. - 12:00 p.m. Marketing Your State Through Labor And Employment Law. (Optional Educational Session) *Allison Vance- Butler, Snow Law Firm, Jackson, MS*  
This discussion will explore how to use state labor and employment laws as building blocks for economic development. Learn how your state's laws can set you apart during interstate competition for business recruitment.

- 1:00 p.m. - 4:00 p.m. Case Studies/Best Practices (Optional Educational Session)  
*Speakers TBA*  
Take a look at successful BR&E programs/projects from the US and Canada. What worked? What issues developed? How were issues resolved? Where are they today? *This session qualifies for 1/2 point towards recertification at the BREP level.*
- 1:00 p.m. – 3:00 p.m. Access to Capital in Today's Economy (Optional Educational Session)  
*John Holt*  
While activity for new and expanded projects is increasing one of the big hurdles for completing the projects involves securing funding. Attend this session and learn about some creative ways to secure capital for your projects.
- 3:00 p.m. - 5:00 p.m. Committee Meetings (SEDC)
- 5:00 p.m. - 6:00 p.m. State Caucus Meetings (SEDC)
- 5:00 p.m. - 6:00 p.m. State/Province Chair Meeting (BREI)
- 6:00 p.m. - 7:00 p.m. Silent Auction & Reception

## Monday, August 16

- 7:00 a.m. – 5:00 p.m. Conference Registration Open
- 8:00 a.m. - 5:00 p.m. SEDC Communications Awards Display Open
- 8:00 a.m. - 9:00 a.m. Joint Networking Breakfast
- 9:15 a.m. - 10:30 a.m. Opening Remarks  
- Michael Hecht, CEO of Greater New Orleans, Inc  
- Stephen Moret, LA Sec of Economic Development
- Keynote Speaker  
Mitch Landrieu, Mayor of New Orleans
- 10:00 a.m. – 12:30 p.m. Spouse/ Guest Program (*separate registration required*)  
New Orleans School of Cooking
- 10:30 a.m. - 10:45 a.m. Break

10:45 a.m. - 11:45 a.m. Keynote Speaker

Building the Future: Strategies for Business Retention, Expansion and Attraction  
*Dr. Peter Ricchiuti, Tulane University*

12:00 p.m. - 1:15 p.m. Lunch with Speaker

*Ted Abernathy, Executive Director, Southern Growth Policies Board*  
**Big Trends That Are Changing The Way We Compete**

1:30 p.m. - 2:30 p.m. Concurrent Breakout Sessions

Workshop A

**Stop Presenting That Same Presentation, 10 Minutes to Customize a Winning Presentation**

*Carol Johnson, Continuous Dialog*

Is Your Presentation Eliminating You?

Do you know the three requirements that are winning projects today?  
Customize your presentation for each prospect, at every stage of the project.  
Learn the keys to differentiate your site and community by creating a compelling business case to locate here. Best practices and real presentation examples will be shared for: 1) a proactive call on a site consultant 2) presenting at the prospect's first site visit and 3) the "winner takes all" final presentation where strategy and competitive ranking rules. Take your next presentation from boring to compelling.

Workshop B

**Going Green - How to Take Advantage of Available Tax Benefits**

*Jim Edmonson - President, Edmonson Associates*

What is the "Energy Efficiency Commercial Building Tax Deduction" and how do you obtain it? Learn more about this deduction, its inclusions - commercial, industrial and government buildings. Find out how it can benefit not only building owners, but communities "in the know" can use this to induce investment in their communities. According to the IRS, only 1% of eligible buildings have tapped this resource.

*Valerie Ryan - CEO, Nottawasaga Futures*

An introduction to a web based communication tool that will support the transition of your local businesses to become more effective, efficient green business. National and international sourced tools and resources were identified to assist businesses to reduce costs and become more competitive in an increasingly global market. Leaner and greener, companies and residents capitalizing on the Green Economy Transition resources and collaborations will be more efficient while reducing their environmental footprint.

Workshop C

**Techniques for Obtaining Appointments and Strategies for Obtaining Valuable Information During the Visits**

*Jim Armstrong*

The hardest part of a job can be getting an appointment. Company executives are busy, getting a callback may be rare and getting face-to-face time can be a challenge. Getting in the door = bringing value to their business!

Workshop D

**Public-Private Partnerships**

*Wayne Burns -President, Chief Economic Strategist, SGI Stratecon Global Institute*

Being successful in your BRE programs/projects frequently requires effective partnerships between public and private entities. How do you go about identifying the partnerships needed, establishing them and maintaining them while making it a win-win situation? What might you expect as the retention and expansion outcome? Find out answers to these questions plus more during this session.

2:30 p.m. - 2:45 p.m. Break

2:45 p.m. - 3:45 p.m. Concurrent Breakout Sessions

Workshop A

**Site Location Consultants Panel**

*Dennis Donovan, Principal, Wadley-Donovan-Gutshaw Consulting*

*Mike Mullis, President & CEO, J.M. Mullis, Inc.*

*Mark Sweeney, Senior Principal, McCallum Sweeney Consulting*

Hear the latest trends in site location as you hear from a panel of the country's top consultants.

Workshop B

**BREI - Award Winner Presentations #1**

Learn from your Peers! This session will highlight best practices from around the country and the world. Learn firsthand how to improve your own BRE program and take advantage of the expertise and award winning ideas presented.

Workshop C

**BREI - Award Winner Presentations #2**

Learn from your Peers! This session will highlight best practices from around the country and the world. Learn firsthand how to improve your own BRE

program and take advantage of the expertise and award winning ideas presented.

3:45 p.m. - 4:00 pm Break

4:00 p.m. - 5:00 p.m. Concurrent Breakout Sessions

#### Workshop A

##### **From Tour Guide to Dealmaker, Closing every step of the way!**

*Carol Johnson, Continuous Dialog*

Your economic development goals are aggressive in this turbulent economy. Learn how to increase your batting average by moving from tour guide to dealmaker. Hear what lost the last deal, the humorous and the unbelievable. Learn how to close for logical commitment at every visit, at every phase of the project. Identify who should be the first closer and the final closer. Position each member of your team for success by stepping up to your leadership role in orchestrating the meeting. Know the words you will say to comfortably and competently close the deal!

#### Workshop B

##### **Lean and Green: The 3 E's: Energy, Efficiency, and Environmental Accelerating Competitiveness**

*David Candler, Unit Superintendent, Syngenta Crop Protection Inc, St. Gabriel  
C.J. Smith, Director of Business Development, MEPOL*

A panel, including the Manufacturing Extension Partnership of Louisiana and two manufacturers will present an overview of best practices that provide a roadmap to streamline bottom line cost reductions and growth opportunities for any size manufacturers. Highlights will include energy assessments, green certifications, process improvement techniques and resources available to assure Lean implementation with quantifiable positive impact.

#### Workshop C

##### **Implementing a Statewide BRE Program - Successes & Challenges**

*Louisiana BERG - Tommy Kurtz, Executive Director - LA BERG*

*Eddie James, Asst. Dir., LA BERG*

*Ardyn Triffiley, Asst. Dir. LA BERG*

Learn about the ground-breaking strategies and programs that the newly established Louisiana Business Expansion and Retention Group has implemented to move the State of Louisiana to the forefront of BRE activities. How are they organized? How do they manage their database system? What challenges do they face? Learn about the numerous success stories that have resulted from this unified statewide initiative.

Workshop D

**OMAFRA- BR&E in Ontario**

What is the province of Ontario doing today to reach out and meet the needs of rural communities?

6:00 p.m. -7:00 p.m. Cocktail Reception

7:00 p.m.- 9:00 p.m. Offsite dinner and entertainment at Tipitina's French Quarter. Join us for a traditional style New Orleans dinner at the historic Tipitina's within walking distance of the hotel. In the past 25 years, Tipitina's has grown from a small, neighborhood bar into an international music icon.

## Tuesday, August 17

8:00 a.m. – 11:00 a.m. Conference Registration

8:00 a.m. - 9:15 a.m. Communications Awards Breakfast and Business Meeting (SEDC)  
Recognizing outstanding communication programs from our region

8:00 a.m. - 9:15 a.m. Awards Breakfast, Committee Reports, Business Meeting (BREI)

9:30 a.m. - 10:30 a.m. Joint General Session  
Panel- **Using Communication Tools to Retain and Attract Jobs**  
*Panelist TBA*

10:30 a.m. - 11:30 a.m. Conference Wrap-Up  
*Jay Dardenne, Louisiana Secretary of State (invited)*

### **BREI Post- Conference Courses**

#### BREI - Building Effective Teams

Tuesday, August 17 – Wednesday, August 18

1:00 – 5:00 pm & 8:00 AM – 11:00 AM

\$299 or \$500 for this course and Survey Design and Analysis

*(Please register at [www.brei.org](http://www.brei.org))*

Develop an understanding of the elements that comprise a successful BRE program including groups, organizations and individuals. The potential and limitations of each provide insight for establishing and sustaining a strong BRE program.

#### BREI – Survey Design & Analysis

Wednesday, August 18 – Thursday, August 19

1:00 – 5:00 pm & 8:00 AM – 11:00 AM

\$299 or \$500 for this course and Building Effective Teams

*(Please register at [www.brei.org](http://www.brei.org))*

Acquire a working knowledge of the survey process including what data needs to be collected and how to obtain it. Learn to articulate the need for surveys and find out about the types of surveys and their applications. You will also learn about obtaining outcome information, survey method selection, sample design and size, questions development, analysis techniques, reporting and much more.