



**OUTWIT.
OUTPLAY.
OUTLAST.**



MAY 14-15, 2014
GREAT WOLF LODGE · GRAND MOUND, WA

Welcome to Community Survivors!

We have a lot to celebrate, and to look forward to. Our region's economic outlook is growing stronger every day, and while no single action will transform the economic climate, the strategies you learn over the next two days will help guide and move your community forward.

It's our job to help keep Washington State and the region competitive. We're blessed with some strong industries that are engines of growth – Aerospace, Agriculture and Food Processing, Forestry, Clean Tech, ICT, Life Sciences, Maritime, Tourism...and there are many small businesses within these sectors or that depend on them. If these sectors are thriving, our whole economy is doing well.

Building on our strengths is core to our agenda for economic growth, and we count small businesses and entrepreneurs among our region's greatest assets. As we focus on key goals including regulatory streamlining, increasing exports and foreign investment, improving access to capital, fostering an environment for start-ups to flourish – we weave in the needs of small business throughout our work.

Thank you for your participation and your commitment to economic success. I am confident you will leave this event with the tools, information and knowledge you need to further strengthen the economic vitality of your communities and our entire state.



*Brian Bonlender
Director
Washington State
Department of Commerce*



Department of Commerce
Innovation is in our nature.

WEDNESDAY, MAY 14

9:30 – 9:45

WELCOME

Maury Forman, Washington State Department of Commerce
Carolyn Meece, Business Oregon

9:45 – 10:45

THE 3 C'S OF SUCCESSFUL ECONOMIC DEVELOPMENT

Anne Nelson, Walla Walla Community College and
Guy Nelson, Seattle's NPR

Economic developers are often asked to respond to issues quickly and intelligently. Site selectors, existing businesses and even entrepreneurs constantly want information in a moment's notice and will make their decisions based on how well the practitioner responds. The presentation of your answers is just as important as knowing the answer. In a fun and interactive way, Improv Theater teaches people to be fully present in their interactions - to listen carefully and be completely engaged to improve their skills. The economic development adage "location, location, location" is replaced in this session with the all-important 3 C's, "communicate, create and collaborate".

10:45 – 11:15

AGORA – CREATING STRONGER ECONOMIES AND VIBRANT COMMUNITIES TOGETHER

Maggie Hanna, Mid-Columbia Economic Development District

The Agora Platform provides an online marketplace to advance community and economic development priorities by matching community needs with relevant funding sources across public, private, and philanthropic sectors. Use of the Agora Platform allows community organizations, and project owners to increase the visibility of the work being done and the needs being addressed throughout a region. This session will focus on what the Agora Platform is, why it was created, and how the Mid-Columbia region and Oregon's North Central Regional Solutions Team have used the platform to better coordinate community and economic development efforts.

WEDNESDAY, MAY 14

11:15 – 11:45

UNDERSTANDING THE HUMAN SIDE OF ECONOMIC DEVELOPMENT

Mike Sotelo, Consolidar

Take a closer look at a concept for successful and sustainable economic development that goes beyond the normal approach. This is a focus on long term strategic planning that strengthens communities by acting at the core: the family. In this approach, an engagement with personal wellness will translate into an improvement in communities as a whole. Development in this area will touch self-esteem, innovation and productivity in a positive way, much of which can occur within local communities.

12:00 – 1:00

LUNCH AND KEYNOTE: BUILD A STAND – SPARK A DREAM

Julie Eberly, Past President, Lemonade Day

You can never be too young to start your own business. Many people started their dreams by selling lemonade in front of their house. Now you see young people creating apps, designing clothes and taking risks. Times may have changed but the desire to become an entrepreneur has not. Learn how a national program, Lemonade Day, seeks to build a sustainable model of increasing future participation in entrepreneurship through training the next generation in skills that underlie and support entrepreneurship – one lemonade stand at a time.

1:00 – 2:45

FUNDING RURAL AMERICA

Cynthia Adams, GrantStation

The narrative often told about rural communities is that they are too entrenched to be innovative and too small to garner significant philanthropic investments. According to the Citizens' Institute on Rural Design, whether you work for a community organization or local government, it is easy to feel like a small fish in a big pond when you submit a grant application for a rural project. Emerging trends in philanthropy are turning antiquated perceptions of rural right side up, demonstrating that small places are worth investing in. This session will provide ideas, trends and specific opportunities for funding rural America in order to level the playing field so rural areas can be competitive.

2:45 – 3:00 BREAK

WEDNESDAY, MAY 14

3:00 – 4:00

SUCCESSFUL BR&E PROGRAMS: MYTH, MIRACLE OR MALARKEY?

Natalie Gibson, InnoVisions and Associates

BR&E programs have long been a foundational strategy in economic development. There are many successful business cases and equally as many that fell short of expectations. In this session we present a range of successful BR&E program models, from those who methodically planned the program to those who were only focused on saving their town.

4:00 – 5:30

CLUSTER LAND: THE GAME FOR ECONOMIC DEVELOPERS

Michael Cade, Thurston Economic Development Council

Cluster Land, an interactive economic development game, was developed with the goal of discovering linkages and relationships between economic sectors of a region. Participants engage in a facilitated dialogue with Washington State's Sector Leads that builds off their own experience and intuitive knowledge of how an economy functions and other necessary critical linkages for a well-functioning and sustainable economy.

Economic Sector Leads: Life Sciences & Global Health - Maura Little; Aerospace - Alex Pietsch; Military & Defense - Kristine Reeves; ICT - Wilford Saunders; Maritime - Steve Sewell

6:30

AN EVENING AT LOTT'S WET SCIENCE CENTER

Join us for a catered reception at Thurston County's Water Education and Technology Science Center! The WET Center is located in beautiful downtown Olympia and offers interactive exhibits, weekend family activities and environmental presentations.



An array of delicious appetizers will be served compliments of the Lucky Eagle Casino, and attendees will have the opportunity to browse the exhibits and hear remarks from both LOTT leadership and the Port of Olympia on the future of Olympia's East Bay area.



THURSDAY, MAY 15

8:30 – 9:30

GET YOUR ASSETS IN GEAR

Calandra Cruickshank, StateBook International

In today's competitive global economy, more than 90% of site selection decisions are made online, before economic development organizations are ever contacted by site selectors. However, there still remains a lack of consistent, reliable data comparable across locations. Additionally, in today's data-driven world, many communities without resources to build out robust websites or to market directly to corporate decision makers and site consultants struggle to be found and to differentiate themselves in search engine inquiries. For the first time, communities can take control of their futures, increase their visibility and promote their individual assets with StateBook, a new model for presenting data and information that allows both side-by-side comparisons and enables communities to showcase their own unique features and amenities while generating sustainable revenue.

9:30 – 10:30

**ADAPTING TO THE MARKETING CHANGE
IN THE ECONOMIC DEVELOPMENT LANDSCAPE**

Susan Brake, Development Counsellors International

Some things never change. But in economic development, how executives collect information that influences relocation decisions has changed over the years. Yet, many economic development marketing programs currently use old tactics without adapting to the changing needs of these executives. For the sixth time since 1996, Development Counsellors International surveyed corporate executives with site selection responsibilities to determine which marketing techniques help shape their perceptions of a community's business climate. This session will help economic developers avoid being wiped out by the competition by providing insight on how corporate executives prefer to receive information and teaching the best marketing skills and tactics needed to survive.

10:30 – 10:45

BREAK

THURSDAY, MAY 15

10:45 – 12:00

THE ART OF COMMUNITY STORYTELLING

Robb Zerr, Washington State Department of Commerce

Bombarded by more than 3,500 messages a day, your audience is far more likely to tune you out than tune you in these days. Data just numbs their minds further, causing eyes to gloss over. What's needed is an unforgettable, epic story, one that resonates. We'll explore the history, power and art of storytelling and give you valuable tips for creating your own story, one that not only sticks, but builds market share and more important, mind share with your audience.

12:00 – 1:15

LUNCH

1:15 – 2:00

**PEDALING FOR FUNDING:
RIDING A SUCCESSFUL KICKSTARTER CAMPAIGN**

Barb Chamberlain, Washington Bikes

Crowdsourced funding is all the rage these days. It's simple--just post your project or idea online and the money pours in, right? Not quite. Washington Bikes shares the story of their successful Kickstarter campaign for Cycling Sojourner, a new bike tour guide coming out this month that highlights great bicycle travel in the #1 Bicycle-Friendly state with 9 carefully researched tours. They met their initial goal of \$10,000 and exceeded their stretch goal of \$14,000 by \$850. Choosing the right project, funding goal, audience, reward structure, and length of campaign all get you started followed by merciless promotion required for a successful finish! And then there's fulfillment of all those promises. On this journey, you will ride away with a list of tips to help you before, during, and after your campaign to maximize the value of your efforts while you bring in the bucks.

THURSDAY, MAY 15

2:00 – 3:00

IGNITE NORTHWEST: ENLIGHTEN US, BUT DO IT QUICKLY

Participants share the best of what they're currently working on in economic development or a best practice they have found successful. The presentations are meant to "ignite" the audience to create awareness, thought and action across the northwest.

BIKE TOURISM: THE PATH TO RURAL SUSTAINABILITY

Barb Chamberlain

LIFE LESSONS FROM 51 YEARS ON EARTH

George Sharp

SUPPLY CHAIN CONNECTOR

Northern Development Initiative Trust

ACCESS TO CAPITAL FOR RURAL BUSINESSES

Jordan Tampien

PATHWAYS TO RURAL PROSPERITY CONFERENCE: EXPERTISE COMING TO A COMMUNITY NEAR YOU

Debra Ann Hansen

SMALL TOWN LOVE

Northern Development Initiative Trust

CHEAP A\$\$ MARKETING

Victoria Compton

WONDERS OF NILE FIBER

Jesus Cardenas

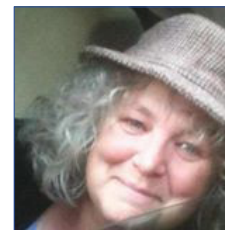
INTEGRATING CONTENT SPECIALIST INTO ECONOMIC DEVELOPMENT PROJECT MANAGEMENT SYSTEMS

Bryson Bailey

BENTON CITY: COMING FULL CIRCLE WITH THE CIRCLE OF DEVELOPMENT

Heather Duncan

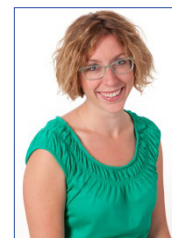
ADJOURN



Cynthia Adams

cadams@grantstation.com

Cynthia has been a fundraiser for over 38 years. Working directly for nonprofits and as a fundraising consultant, she specializes in building bridges between funders and grantseekers. Cynthia strongly believes that successful grantseeking requires a thorough understanding of the funders and sound knowledge of the playing field. Her life's work has been to level that playing field, creating an opportunity for all nonprofit organizations to access the wealth of grant opportunities across the U.S. and throughout the world. GrantStation was conceived from this basic philosophy.



Susan Brake

susan.brake@aboutdci.com

As an account director at Development Counsellors International, the nation's leading economic development marketing firm, Susan is in charge of developing and implementing marketing plans for cities and states across the United States. With close to a decade of marketing experience, Susan has overseen a team of three to implement national economic development marketing plans for more than 20 cities, states and provinces. Current clients include Source Cincinnati, Metro Denver Economic Development Corporation, North Dakota, Corpus Christi Regional Economic Development Corporation, Greater Louisville Inc., Indiana Michigan Power and Northeast Indiana Regional Partnership.



Michael Cade

mcade@thurstonedc.com

Michael's career has spanned over 20 years in economic development with an emphasis on rural economic development strategies, business recruitment and attraction, community development, and community growth strategies. As Executive Director of the Thurston EDC, Michael is responsible for the overall direction and management of the organization. Prior to being named executive director in 2004, Michael served as the Vice-President of the Snohomish County Economic Development Council from 1992 – 2003.



Barb Chamberlain

barb@WABikes.org

Barb joined Washington Bikes (formerly the Bicycle Alliance of Washington) as executive director August 2012 to lead their work in statewide public policy, education, and community outreach. Previously she served 14-1/2 years as head of external relations for

Washington State University Spokane and played an active role in community economic development and government relations. She developed the social media presence for the campus, for which she was named a Senior Fellow of the Society for New Communications Research. The youngest woman ever elected to the Idaho state legislature, Barb served four years in the House and Senate.



Calandra Cruickshank

calandra@statebook.com

Calandra is president and co-founder of StateBook International, the first nationwide online marketplace for economic development and corporate site selection headquartered in New York. Calandra specializes in designing and implementing creative campaigns using sustainable and socially responsible programs and strategic alliances

between for-profit and non-profit companies and government agencies. She has created and consulted for internet and mobile companies for the past 10 years. Calandra previously co-founded and served as president and on the board of directors for CommonKindness.com, an online coupon hosting platform that benefits nonprofits while saving consumers money and driving traffic and sales to brands and retailers. Calandra also co-founded and served as senior vice president for Good Deed Foundation, a national branding and licensing company that leveraged existing supermarket products to support non-profit organizations benefitting climate change and women and families in poverty.



Julie Eberly

eberly.julie@gmail.com

If small business is the engine that keeps America running, then Julie believes that lemonade is the fuel that powers that engine! Julie is the Past President of Lemonade Day, a national movement that teaches youth how to start, own and operate their own business through the real-world experience of a lemonade stand. Inspiring kids to set a goal, create

a plan, work that plan and achieve success, they are also taught to spend some, save some and share some of their profits. Julie brings passion, enthusiasm and creativity to everything she does. Her focus both personally and professionally is supporting "at risk" segments of the population by connecting the educational sector, the business community, youth and faith-based organizations with philanthropic giving to support programs that foster character development and entrepreneurship among youth.



Natalie Gibson

nataliegibson@shaw.ca

Natalie is passionate about providing community leaders with the tools, knowledge and inspiration to help their entrepreneurs and ultimately their communities thrive and grow. With 18 years of economic and business development experience, Natalie serves both private and public sector clients with her unique perspective. Her expertise

includes, but is not limited to, development of business retention and expansion programs, business and community consultation strategies, investment attraction and new market development. She is an entrepreneur in her own right who strives to help others build wealth and thereby develops the economy in communities across Western Canada. In 2014, Natalie received the "Economic Developer of the Year" award through the Economic Developers of Alberta.



Maggie Hanna

maggie@mcedd.org

Maggie was born and raised on a cattle ranch in southern Colorado. She attended Trinity University in San Antonio, Texas where she received a B.A. in History and Urban Studies: Urban Environment. After graduating she spent two years working as a Program Associate for El Pomar Foundation in

Colorado Springs, Colorado. Her work with the Foundation gave her the opportunity to facilitate grant making in the Northeast and Pikes Peak regions of Colorado, to direct the Awards for Excellence community stewardship program, to serve as a grants associate for the Foundation, and to drive all alumni relations for El Pomar. Most recently Maggie worked for the Colorado Cattleman's Agricultural Land Trust in Denver, Colorado as the Land Stewardship Intern. She joined the Mid-Columbia Economic Development District and Agora teams in September 2013 and is grateful for the opportunity to live in and learn from the Columbia Gorge!



Maura Little

maura.little@commerce.wa.gov

As Director of the Life Sciences sector for the state of Washington, Maura supports the development of the life science and global health industry, including working with industry leaders on recruitment, retention and expansion of the sector statewide. She entered the life science and global health industry as a member of Congressman Jay Inslee's

staff, serving as his point of contact at the state-level for trade associations, business leaders, government agencies and elected officials. She worked closely with the industry to connect local talent and promote the sector within Congress. Before joining the Department of Commerce, Maura served as the Washington State Director of Government Relations for the American Cancer Society Cancer Action Network, working with legislators and the Insurance Commissioner to ensure patient access and safety was being addressed during the implementation of the Affordable Care Act.



Anne Nelson

anne.nelson@wwcc.edu

Anne utilizes creative exercises and visual facilitation to help groups more effectively engage, share information, and collaborate to reach their desired goals. She believes the most important skill people can develop is "creative confidence" - the courage and agility to innovate and problem solve freely. Anne has enjoyed a diverse career encompassing many fields.

Her desire to bring more creativity to business led her to create a visual facilitation and consulting business, Drawn2Solutions. She also teaches Business and Entrepreneurship at Walla Walla Community College. Who knew that all those wacky schemes she and Guy did as kids would lead to bringing fun into adult learning!



Guy Nelson

guynelson@yahoo.com

Guy is a Seattle actor and radio personality. He's been performing and teaching improv theatre, music and dance in the NW for 30 years, while working as a manager and journalist for Seattle's NPR station. Guy has taught improv workshops to businesses, college classes and organizations with the goal of having fun and getting participants

to unlock their latent talents. He believes improv is not really about being funny, but rather it's about saying 'Yes' to life, listening intensely, and re-examining your ideas of risk and failure. That, he says, can be a truly life changing experience.



Alex Pietsch

alex.pietsch@commerce.wa.gov

Alex serves as the Director of the Aerospace sector for the Department of Commerce. He serves as the principal adviser on aerospace-related issues and coordinates activities to promote growth of the industry throughout the state. He also directs the Washington Aerospace Partnership, a collaboration between government, business and labor to realize its vision of Washington—the recognized worldwide center of excellence in aerospace innovation, design and manufacturing. Before joining Commerce, Alex served as Administrator of the City of Renton’s Department of Community and Economic Development which has oversight of all land use planning and building activities in the city, economic development and intergovernmental relations.



Kristiné Reeves

kristine.reeves@commerce.wa.gov

A Washington native, Kristiné serves as the Director of the Military and Defense sector for the Department of Commerce, focusing on the public and private elements of economic development as it relates to infrastructure, suppliers and contractors, and community advocacy and public infrastructure organizations. Before joining the Department of Commerce, she served as the Kitsap and Olympic Peninsula Director, the South Sound Regional Director and the Statewide Veterans Constituency Coordinator for U.S. Senator Patty Murray. As a member of the senator’s staff, Kristiné was instrumental in facilitating a Senate Veterans Affairs Committee Field Hearing in Tacoma, increasing networking and relationship development with the Navy and the Army, and worked intimately on military transition and workforce development issues in the state.



Wilford Saunders

wilford.saunders@commerce.wa.gov

Before being named Director of Economic Development for the Information and Communications Technology sector for the Department of Commerce, Wilford served as the Director of the Washington State Broadband Office where he worked closely with IT professionals, educators, public and private providers and economic development organizations across the state to increase broadband coverage and connectivity. He has worked on communications and technology issues for the state since 2005, including posts in telephone regulation and the state’s IT agency. Wilford is a true “networks guy,” his first role in telecommunications was handling FCC reporting and project logistics for a small satellite telephone company in Seattle.



Steve Sewell

steve.sewell@commerce.wa.gov

As the Director of Economic Development in the Maritime sector for the Department of Commerce, Steve draws on his 25 years of experience in the transportation industry to work closely with industry stakeholders and other government agencies to retain, grow and expand jobs in the state’s maritime industries. Before joining Commerce, Steve was Senior Vice President and a founding executive of LoadStar—a subsidiary of Hutchison Port holdings, the world’s largest container port operator where he was responsible for business development, customer relations, marketing, government relations, contracts and administration. Prior to joining LoadStar, he served in a similar position as Senior Vice President for Savi Networks as well as President of PB Ports and Marine, Inc. He’s also held several executive management positions at the Port of Seattle, including Managing Director of the seaport where he was responsible for marketing, development and operations of all port facilities, including container terminals, cruise ship terminals, recreational and fishing marinas, warehousing and distribution facilities and commercial real estate.



Mike Sotelo

mike@consolidarllc.com

Over the years Mike has been a partner with W.G. Clark Construction, and the founder and CEO of Approach Management Services, a risk management consulting firm. In 2007, he organized and co-founded Plaza Bank in Seattle, which was the fifth Latino bank in the United States. For the last three years, Mike

has worked tirelessly as the founder of Consolidar, which is focused on serving the Washington State Latino community. Consolidar works for their noble purpose to place 100,000 Latino students into higher education through the development of sustainable careers and livelihoods for their parents, which is called the Class of 2027.

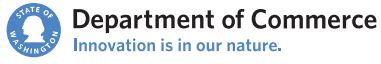


Robb Zerr

robb.zerr@commerce.wa.gov

A Washington native, Robb has been a corporate communications, marketing and advertising professional since 1981, working with a prestigious roster of national and international clients in technology, healthcare, retail, consulting, education, tourism and manufacturing. An award-winning writer

and consultant, he has worked extensively in the areas of strategic communication planning, branding, marketing plan development, social media, copywriting, web design and crisis management. In his spare time, Robb is a tortured novelist, professional entertainer and a wishful world traveler, deciding at one time to visit an entire alphabet of exotic islands (having only made it to A, B, C, F, H, I, J, M, P and S so far). He graduated from the University of Washington with a BA in journalism and earned his AA in communications from Green River Community College. Before joining the Department of Commerce in 2012 he owned and operated CommuniCreations, a Washington state creative services agency for 18 years. As Marketing Services Manager, Robb directs the marketing and branding of the state to businesses looking for exporting, investment, growth, expansion and relocation opportunities.



FOR MORE EDUCATION AND RESOURCES VISIT:
<http://choosewashingtonstate.com/research-resources/education/>

Maury Forman
 Rural Development
 Washington State Department of Commerce
 206.256.6110
maury.forman@commerce.wa.gov



500 ADAMS STREET NE, OLYMPIA 98501

- From I-5, take exit 105
- Follow the signs toward the Port of Olympia, and go to Plum Street SE
- Head north on Plum Street SE and drive 9 blocks
- Turn left on Olympia Avenue NE
- Stay left at the “Y” in the road, remaining on Olympia Avenue
- LOTT is on the right-hand side of the road, just past Jefferson Street
- There is a small parking lot adjacent to the building.
 On street parking is also available and free after 5 p.m.

