

Wednesday Event

SCHEDULE

WEDNESDAY, APRIL 10

11:00 a.m. - 5:00 p.m.

REGISTRATION

BALLROOM FOYER

2:00 p.m.

WELCOME & OPENING COMMENTS

EXHIBIT HALL 2

Commissioner Steve Westra

2:15 - 3:15 p.m.

SECRET TIPS FOR ECONOMIC DEVELOPMENT PROFESSIONALS

EXHIBIT HALL 2

Kiley Miller, President and CEO, Iowa Lakes Corridor Development and Heartland Economic Development Course

Whether you are new to economic development or are a seasoned veteran, this session will provide you with an updated checklist of things you need to succeed. From R&E visits to housing to fundraising, this session will touch on the "must knows" for every economic developer.

3:15 - 3:30 p.m.

NETWORKING BREAK

MR 8-10

3:30 - 5:00 p.m.

REGIONAL ROUNDTABLES

MR 8-10

Scott Amundson, Lori Frederick and Adam Molseed, GOED Community Development Representatives

Join your colleagues to discuss economic development topics that are important within your region. This open format will allow you to participate as much or as little as you would like. We'll discuss issues, ideas and solutions. Key topics will be identified and addressed by Community Development Director Joe Fiala on day two of the conference. This is your opportunity to be heard. You won't want to miss this session.

5:00 - 7:00 p.m.

NETWORKING RECEPTION

SHERATON FONTENELLE BALLROOM

Thursday Event

SCHEDULE

THURSDAY, APRIL 11

7:30 a.m. - 6:00 p.m.

REGISTRATION

BALLROOM FOYER

8:30 a.m.

WELCOME & OPENING COMMENTS

EXHIBIT HALL 2

Commissioner Steve Westra

8:50 - 9:50 a.m.

KEYNOTE ADDRESS – “HIDE YOUR GOAT”

EXHIBIT HALL 2

Steve Gilliland

Our fast-paced and stress-filled schedules open the gate to allow people and circumstances every opportunity to “get our goat.” Steve Gilliland puts into perspective how your daily life intersects with people of diverse backgrounds, opinions and personalities. In this eye-opening session, Gilliland shows how to avoid being robbed of the opportunity to perform at peak performance and provide the best customer service possible.

9:50 - 10:10 a.m.

NETWORKING BREAK

EXHIBIT HALL 2

10:10 - 10:55 a.m.

BROAD FUTURE OF BROADBAND

EXHIBIT HALL 2

Jim Edman, Chief Information Officer, South Dakota Bureau of Information and Technology; Greg Dean, Director of Industry Relations, SDTA; Nicole Tupman, Assistant General Counsel, Midco.

Every economic developer knows that broadband is becoming increasingly more important to business success. In this session, you'll hear from the experts on where the issues are, how we are addressing them and what it means for your community.

10:55 - 11:25 a.m.

DSU - LEADING THE WAY IN CYBERSECURITY

EXHIBIT HALL 2

José-Marie Griffiths

Exciting things are happening at Dakota State University. In this session you'll hear from President José-Marie Griffiths on how Dakota State University is becoming nationally recognized as a leader in the cybersecurity industry.

11:25 - 11:55 a.m.

REGIONAL ROUNDTABLES RECAP

EXHIBIT HALL 2

Joe Fiala, Director of Community Development, GOED

This session will revisit yesterday's discussion and give GOED staff an opportunity to address key issues/questions/concerns.

11:55 a.m. - 12:45 p.m.

LUNCH

GRAND BALLROOM

12:45 - 3:20 p.m.

RESOURCE ROOM

MR 13

Stop by the resource room to go one-on-one or in a small group with GOED and Planning District staff to learn more about GIS, RFIs and our property database. This is your opportunity to learn how these tools can work for you and your community.

12:45 - 1:30 p.m.

BREAKOUT SESSIONS

KEY HOUSING CHALLENGES AND INITIATIVES

MR 14

Mark Lauseng, Executive Director, South Dakota Housing Development Authority

Housing remains a challenge in attracting new industry to your community. Governor Noem has challenged the state – and the communities – to find creative ways to address this issue. Mark Lauseng, director of the South Dakota Housing Development Authority, will tell us about the Dakota Plex program and how it can benefit your community.

PUBLIC/PRIVATE PARTNERSHIP MAKES SOUTH DAKOTA HOME FOR PRECISION AG

MR 11-12

Van Kelley, South Dakota State University (SDSU) Agricultural and Biosystems Engineering; Lon Stroschein, Director of Corporate Development

In 2016, South Dakota State University became the first institution in the nation to offer a bachelor's degree in precision ag. Two years later, private industry stepped up to the plate to partner with the state to build a 129,000 square-foot precision ag center on the campus of SDSU. In this session, you'll learn how this partnership worked and what this facility will mean to the state in terms of business and employee recruitment.

HOW TO STRUCTURE A DEAL

MR 6-7

Al Hueton, Executive Director, Brookings Economic Development Corporation; and Chris Schilken, Executive Director, Watertown Development Corporation

One of the most challenging questions in economic development is how to structure a deal. What incentives should I use? When should I use them? Do I have the information I need to highlight my local information? Which partners do I need at the table? Hear from the ones who work with this on a daily basis.

1:40 - 2:25 p.m.

BREAKOUT SESSIONS REPEATED

2:35 - 3:20 p.m.

BREAKOUT SESSIONS REPEATED

3:20 - 4:00 p.m.

NETWORKING BREAK AND GIANT VISION EXHIBIT VIEWING

EXHIBIT HALL 1

4:00 - 5:00 p.m.

HOW TO USE SOCIAL MEDIA AND WEBSITES TO TARGET NEW MARKETS

EXHIBIT HALL 2

Julie Curtin, Development Counsellors International

The expanding number of digital tools and social media channels used to enhance an economic developer's approach to attracting both investment and talent have certainly raised the bar in the economic development game. This session will provide an overview of best and next practices when it comes to designing a website that serves as your primary lead generation tool, as well as how the most forward thinking EDOs are using social media to build their brand and position their community for investment. We'll also look at digital strategies being used across the country to attract and retain the talent needed for today's growing industries.

5:00 - 6:00 p.m.

RECEPTION

GRAND BALLROOM

6:00 p.m.

BANQUET AND AWARDS

GRAND BALLROOM