



*Kansas Economic Development Alliance
Virtual Annual Conference
Tuesday, September 29, 2020
9:00 a.m. to 3:00 p.m.*

[Register Here](#)

8:30 a.m. **Membership Meeting**

9:00 a.m. **Welcome**

Steve Jack, KEDA President



Steve Jack
Executive Director
Leavenworth County
Development Corporation

Steve Jack is the Executive Director of Leavenworth County Development Corporation (LCDC). His hiring in 2007 followed a 21-year career with the State of Kansas where he managed business finance and workforce development programs for the Kansas Department of Commerce. He also served as Director of Employment & Training with the Kansas Department of Human Resources.

He was selected as a Governor's Fellow before joining the Department of Commerce in 1986. He holds Bachelor's and Master's Degrees from Kansas State University in Political Science and Public Administration. He is also a graduate of the Economic Development Institute at the University of Oklahoma.

Jack leads LCDC's efforts to facilitate the creation and retention of jobs and capital investment in Leavenworth County. His tenure at LCDC has resulted in the expansion of the business retention and expansion program which has resulted in more than 8 million dollars of grants and tax savings to local businesses. LCDC's business attraction efforts have included the location of Unilock, Central Bag, Wilson Glass, and the V.A. Central Plains Consolidated Patient Account Center.

Jack is currently president of the Kansas Economic Development Alliance (KEDA), a past-president of the National Association of Industry-Specific Training Directors (NAISTD) and serves on the boards of Team Kansas, Leavenworth-Lansing Chamber, and Leavenworth Library Foundation. He began his career in public service after 11 years in radio broadcasting at KMAN/KMKF in Manhattan, Kansas. He volunteers his time reading for Audio Reader in Lawrence.



9:00 – 10:00 a.m.

Kansas Recovery and Growth

Secretary Toland will discuss the state's economic recovery efforts and provide updates on key Department of Commerce initiatives such as the Kansas Framework for Growth, the new Certified Sites program, the LocationOne Database and much more.

David Toland
Secretary, Kansas
Department of Commerce

Since being appointed by Governor Laura Kelly in January 2019, Secretary Toland has overseen sweeping changes within the state's leading economic development agency. Under his leadership, the Department is conducting a new economic development strategic planning process for the state that will replace the 1986 Redwood-Krider report. Toland has also aggressively worked to rebuild the Business and Community Development division of the Department of Commerce, filling positions that have remained vacant for several years and re-establishing the state's presence in key domestic and international markets. He also led negotiations on behalf of Governor Kelly that resulted in the end of the so-called "Border War" that has gone on between Kansas and Missouri for nearly a decade.

Prior to joining the team at Commerce, Secretary Toland was the first CEO of Thrive Allen County, a nonprofit coalition that works to improve quality of life and economic conditions in Allen County, Kansas. A seventh-generation Allen Countian, Toland oversaw the organization in its efforts toward improving healthcare access, healthy lifestyles and economic development in the small, rural Kansas county.

Prior to his return to his hometown, Toland worked as an appointee of Washington, D.C. Mayor Anthony A. Williams, holding key leadership positions in the D.C. economic development and planning offices.

10:00 – 11:00 a.m.

Virtual Site Visits

Like almost all meetings, conferences and business conversations during this unprecedented age of disruption, site visits have gone virtual. Creating effective visuals and convincing presentations have always been an indispensable part of a winning site visit. Marketing Alliance has been creating virtual site visits for over 10 years and, while the technology has changed dramatically, the rules of engagement are the same.



John Abbate
CEO
Marketing Alliance, Inc.

John knows American cities and communities by heart, having logged more than a million miles throughout the U.S. helping Marketing Alliance's clients craft powerful marketing messages and compelling narratives that have helped attract prospects and recruit workforce.

John founded Marketing Alliance in 2001 and has led the company to national prominence as a leader in economic development marketing. Having worked with over 250 economic development agencies, ports, airports, municipalities and chambers of commerce in 25 states, Marketing Alliance has partnered with its clients to help them identify their strengths and craft their message in order to differentiate, compete, and win. Marketing Alliance's in-house capabilities include marketing strategies, branding, digital marketing

campaigns, website development, interactive maps, 3D renderings and animation, video production, enhanced analytics and lead generation.

Today Marketing Alliance is headquartered in Punta Gorda, Florida with additional offices in Jackson, Mississippi and Waco, Texas.



Mark Weilenman
Vice President, Sales & Marketing
Marketing Alliance, Inc.

Mark has spent most of his 40-year career helping communities. He served for 21 years on active duty as the Mississippi Army National Guard's marketing director, helping local units attract and retain soldiers through media relations, community engagement and educational opportunities. He was supporting economic development in Mississippi communities before he knew what it was called.

He twice served as national chairman of the Marketing Advisory Committee to National Guard Bureau in Washington, D.C.

After his retirement from the Guard, Mark worked for three years as marketing director at World Class Athletic Surfaces, a manufacturer of field marking paint for sports teams, before joining the Marketing Alliance team in 2007.

11:00 a.m. – 12:00 p.m.

Bill will moderate a panel of professionals involved in some of the state's most recent projects. The panel will review industry trends and provide their insight on how they think site selection is evolving sharing tips for local economic developers to implement in their recruitment process.



**Bill Murphy, CEcD, EDFP
Deputy Secretary
Kansas Department of Commerce**

Bill Murphy is Deputy Secretary for the Kansas Department of Commerce. Working with Governor Kelly and Secretary Toland, he leads the efforts to drive the growth of existing businesses in Kansas and recruit new businesses into the state. He oversees the Business, Community and International Development divisions, as well as the Bioscience/Technology and Marketing and Communications divisions.

He has over 20 years of experience in leading change in economic development organizations in the public, private and not-for-profit sectors. His areas of expertise include business attraction, retention, and implementation of economic, community, and public relations strategies and programs.

Prior to joining the Department of Commerce, he served as Senior Vice President of Economic Development for the Tulsa Regional Chamber of Commerce where he led a team of professionals to execute the Tulsa's Future program, the region's economic development strategy. He also served as the Executive Vice President of Economic Development for the Greater Columbus Georgia Chamber of Commerce and held various leadership positions in local and regional economic development in Ohio and Maryland. During his career, he has worked on projects totaling nearly \$2 billion.

Bill is a graduate of Wright State University in Dayton, Ohio earning his BA in Political Science in 1991 and a Master's of Urban/Public Administration in 1998. He is a member and former board member of the Southern Economic Development Council (SEDC), and a member of IEDC, where he serves on the Accredited Economic Development Organization (AEDO) Advisory Committee.



Brad Migdal
Senior Managing Director
Cushman & Wakefield

Brad has over 15 years of experience managing corporate site selection engagements, business incentives projects, and economic development consulting assignments. Brad expertise is in the areas of domestic site selection and location analysis, economic incentives research and acquisition, and demonstrating the economic and fiscal impacts of a wide variety of projects to both corporations and governments. He specializes in working with state agencies and local municipalities in connection with negotiating incentive packages and developing corporate attraction strategies. Brad has successfully completed projects for Fortune 1000 Companies in the automotive, consumer products, financial services, telecommunications, energy, pharmaceuticals, food and beverage production, and packaging industries.

Mr. Migdal is a sought-after speaker for economic development events, real estate and tax conferences. In addition, he has been quoted in the Wall Street Journal, Crain's Chicago and written articles for economic development and real estate journals. He is a frequent participant in economic development conferences most noted for his expertise in economic development incentives. Brad is on the editorial advisory board for Area Development Magazine, an Advisor for Consultant Connect, a founding member of the Site Consultant's Advisory Group.

He was the Executive Managing Director and National Practice Leader for Industrial Site Selection and Business Incentives for Transwestern. Mr. Migdal has also been with Newmark Grubb Knight Frank, PricewaterhouseCoopers, and Deloitte in their national consulting and incentives practice.

Mr. Migdal has a BA in International Relations from the University of Wisconsin-Madison, Juris Doctor from the John Marshall School of Law and an LLM in Taxation from The Boston University School of Law.



John Longshore
Principal & Vice President of Innovation
Global Location Strategies

John has spent over eight years as a site selection consultant with Global Location Strategies, where he has led numerous projects across North America and Europe. During his time at GLS, the projects he has worked have totaled over \$10 billion in capital investment and thousands of jobs. Some of his clients include well-known companies such as Georgia Pacific, Procter and Gamble, and SABIC. Recent project announcements include Van Hool, a Belgian bus manufacturer, and Irving Consumer Products, a tissue producer.

In addition to site selection, John has provided an array of consulting services to numerous economic development organizations across the United States.

From repurposing coal-fired power plants, to regional labor studies, John has been able to help communities position themselves for future growth and investment.

As Vice President of Innovation, John is responsible for the development of technology resources, along with guiding team member's growth in analytical skills and leadership capabilities.

John is a graduate of Clemson University's Civil Engineering undergraduate program as well as their master's program for City and Regional Planning. Through his work, and the life that he lives, John seeks to leave a lasting impact in the companies and the communities that he works for.

12:15 – 1:00 p.m. – Lunch Break



Chad Chancellor
Co-Founder/CEO
Next Move Group, LLC

1:00 – 2:00 p.m.

Web Tools That Could Be Useful To ED Offices

Learn about affordable web tools which can help you generate prospect leads with the traffic your website currently is getting plus learn ways to generate additional traffic to help you generate prospect leads.

While growing up in a small Mississippi town in 1991, Chad Chancellor had an experience that would chart the direction of his career. A Fortune 500 company laid off his father to move a manufacturing plant to China. From that day on, Chancellor became interested in economic

development particularly in helping small to mid-sized companies and communities grow together.

Chancellor is the Co-Founder & CEO of Next Move Group, LLC. He is responsible for implementing the company's big picture mission of creating economic growth for small to mid-sized companies, communities and nonprofit organizations.

Chancellor has led Next Move Group to securing more than 150 clients since founding in 2014. Next Move Group provides site selection consulting for small to mid-sized companies, executive search consulting for small to mid-sized communities and nonprofits and offers economic development consulting for small to mid-sized communities and nonprofits. Some of Next Move Group's most recognized clients include: World Trade Center of New Orleans, Polymer Logistics, Cheyenne LEADS (Wyoming), Schutt Sports, St. Charles County MO, Fibrebond, the Biomedical Research Foundation of Northwest Louisiana, and Reguard (based in Wichita).

Chancellor, based in New Orleans, is a graduate of Mississippi State University. Additionally, he is an alumnus of the Goldman Sachs 10,000 Small Businesses



Xan Wedel
Kansas State Data Center

2:00 – 2:45 p.m.

Census Data and Tools Update

Session will cover an update on the 2020 Census and other census programs. Data collection for the 2020 Census will wrap up soon. Learn about the current timeline and when to expect data. With the retirement of American FactFinder, this session will include a step-by-step tour of the new tool data.census.gov to find the information you need for your community.

Xan is the primary liaison for data requests received by the Institute from the public or members of the university community. Xan leads the Kansas State Data Center (SDC), a partnership with the U.S. Census Bureau. She also serves as web master, web application developer and GIS analyst for the Institute. In addition to these duties, Xan advises students and researchers on data visualization techniques including GIS and coordinates the data compilation and visualization, programming, and production of the Kansas Statistical Abstract.

2:45 – 3:05 p.m.

KEDA Legislative Update

Mitch will provide an update on the KEDA legislative initiatives.

Sandy will provide a brief recap of major economic development specific legislation from the 2020 session and preview into the major issues for the coming 2021 session.



Mitch Robinson
Executive Director
Salina Community Economic
Development Organization

Mitch Robinson was hired in December of 2016 to become the first Executive Director of the Salina Community Economic Development Organization. The organization's main purpose is to attract new jobs and investment into Salina and Saline County. The organization also works jointly with the Salina Area Chamber of Commerce to expand the local entrepreneurial community, assist with expansion of the local housing market and other economic development activities.

This is Robinson's fifth community to represent with previous positions in his native Kentucky and in Missouri. Salina is his third organization to startup. He has a BA in both Government and Economics from Western Kentucky University plus a Master's in Public Administration from Indiana State University. Robinson has also earned the CECd certification from the International Economic Development Council. He has over 30 years of experience working in economic development.



Sandy Braden
KEDA Legislative Liaison
Braden Heidner Lowe & Associates

Sandy brings more than 30 years of federal and state government relations as well as association management experience to the firm. Ten years of those were spent in the corporate environment. Sandy is focused on relationship building with legislators and regulators and providing a strategic approach to issues to ensure clients the best end-result.

Sandy received her B.S. from the University of Nebraska and M.S. from Kansas State University. She is a graduate of Leadership Missouri and the Kansas City Tomorrow Leadership program.

3:05 p.m. Wrap-up Session

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