



Drive | Lead | Succeed
C O N F E R E N C E
Economic Development Council of Colorado

October 13 – 16, 2024
The Park Hyatt
Beaver Creek, CO

*In partnership with the Rocky Mountain Workforce
Development Association (RMWDA).*



*Presented by the Colorado Housing and Finance
Authority (CHFA)*



For more information about this event and to [register](#)
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Draft Agenda

(Updated July 2, 2024)

Sunday, October 13

4 – 6 p.m.

Welcome Reception

Welcome #EconDev's to the luxurious Park Hyatt in picturesque Beaver Creek! We are hoping you're taking advantage of the conference's discounted weekend rate with your family! We're hosting an evening of networking and camaraderie as we kick off our annual Drive|Lead|Succeed Conference. The Park Hyatt, renowned for its elegance and charm, is the perfect backdrop for forging new connections and meaningful conversations.

6 – 8 p.m.

EDCC Board Meeting

Monday, October 14

8 – 9 a.m.

Breakfast

9 – 10 a.m.

PLENARY SESSION 1: The State of Colorado's Economy

Keynote Speaker: TBD

10 – 11 a.m.

PLENARY SESSION 2: Theory and Fundamentals of Industry Clusters Part 2

Moderator: Clif Harald, Founder & Principal, First Flatiron Consulting

Panelists:

- ❖ Mike Freeman, CEO, PI, NSF Colo-Wyo Climate Resilience Engine
- ❖ Wendy Lea, Founder, TechHubNow!

11 – 12 p.m.

PLENARY SESSION 3: Emerging Trends in Site Selection and Site Readiness Programs

Moderator: TBD

Panelists:

- ❖ Lacy Kreger, General Director of Strategic Programs and Site Certification, BNSF Railway
- ❖ Corie Ann Campbell, MBA, Certified Sites Program Manager, Kansas Economic Development Association, Kansas State Commerce
- ❖ More panelists to announce

Noon – 1:30 p.m.

LUNCH

Keynote Seaker: TBD

- 2 – 3 p.m. **PLENARY SESSION 4: Is Educational Attainment an Economic Development Issue?**
Moderator: Stephanie Mufic, Business Innovation and Strategy Unit Manager, Colorado Department of Labor and Employment
Panelists:
❖ Bobbie Wolfe, Sector Partnership Strategy, Colorado Workforce Development Council
❖ More panelists to announce
- 3:30 – 5 p.m. **BO Sessions: Is Educational Attainment an Economic Development Issue?**
BO1: Empowering Schools
BO2: Colorado Health Careers Collaborative
BO3: Industry Sector Partnerships
Moderator: Bobbie Wolfe, Sector Partnership Strategy, Colorado Workforce Development Council
Speakers:
❖ TBD
- 5 p.m. Dinner on your own. Explore the [resort and dining options](#).

Tuesday, October 15

- 8 – 9 a.m. **Breakfast**
- 9 – 10 a.m. **PLENARY SESSION 5: Retail Trends and the Science Behind Site Selection**
Moderator: Julie Jacoby, Deputy Director, City of Thornton Economic Development
Panelists:
❖ Aaron Farmer, President, Retail Coach
❖ More to come!
- 10 – 10:45 a.m. **PLENARY SESSION 6: Bridging the Gap for Workforce Needs with your Local Community Colleges**
Moderator: Janae Hunderman, Workforce Resilience Grant Program
Panelists:
❖ TBD
- 11 – 12:30p.m. **PLENARY SESSION 7: Place-based Economic Development; Get past the Planning and get Growing (*an immersive session*)**
Session Sponsor: Community Builders
- 12:30 – 2 p.m. **NOT YOUR SO TYPICAL LUNCH**

2 – 2:45 p.m.

PLENARY SESSION 8: The Secret Sauce to Coalescing your Community

Session Sponsor: Downtown Colorado Inc.

2:45 – 4 p.m.

Helping our Entrepreneurs Succeed: A BRE Panel Discussion

Moderator: Katharina Papenbrock, Director Rural Opportunity Office, Colorado Office of Economic Development and International Trade

Panelists:

- ❖ Jenny Leon, Small Business Manager, Alliance Business Assistance Center, City of Thornton
- ❖ Chris Romer, Director, Vail Valley Partnership
- ❖ Patrick McGlew, Director, APEX Accelerator
- ❖ Meralis Hood, CEO, EForAll

2:45 – 4 P.M.

Community Responsive Incentive and Grant Programs

Moderator: Stacy Brown, Town Manager, Town of Kersey

Panelists:

- ❖ Sam Arnold, Economic Development Analyst, City of Colorado Springs
- ❖ Julian Jacquin, Director of Economic Development and TOEURA, Town of Erie
- ❖ Laura Lewis Marchino, CEcD, Executive Director, Region 9 Economic Development District
- ❖ Adam Krueger, CEcD, Executive Director of Economic Development, City of Thornton

2:45 – 4 P.M.

What's Next Now the Bill is Signed for the County Revitalization Authority

Moderator: TBD

Panelists:

- ❖ TBD

6 – 9 p.m.

EDCC Extravaganza! 80's Ski Party + EDIE Awards

Dawn your best 80's ski outfit, fanny pack, and neon and let's celebrate the best of Economic Development in Colorado! We're bringing out all the stops this year and hosting the biggest party west of the continental divide!

Wednesday, October 16

“Workforce Wednesday”

The Drive|Lead|Succeed Conference fosters collaboration and idea exchange among professionals in economic development, workforce business development, business, and government. The synergy between economic and workforce development is vital for economic growth, job creation, and long-term prosperity. By joining forces, EDCC and Rocky Mountain Workforce Development Association are providing a platform for essential knowledge sharing and networking to support Colorado's vibrant and growing economy. Take advantage of this one-of-kind opportunity to learn from Colorado's Workforce Development ecosystem!

8 – 9 a.m.

Breakfast

9 – 10 a.m.

Workforce Development Sessions

10 – 12 p.m.

Workforce Development Sessions

Noon

Conclusion of the Conference