

2ND ANNUAL NEVADA ECONOMIC DEVELOPMENT CONFERENCE



PROGRAM GUIDE

SEPTEMBER 20-22, 2016
University of Nevada, Reno
Joe Crowley Student Union

PRESENTED BY

University of Nevada, Reno – College of Business, University of Nevada, Las Vegas – Center for Business & Economic Research,
Western Nevada Development District, Nevada Industry Excellence, USDA Rural Development

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CONFERENCE AT A GLANCE

TUESDAY, SEPTEMBER 20

PRE-CONFERENCE WORKSHOPS

SUPPORTING ECONOMIC DEVELOPMENT THROUGH BROWNFIELDS FUNDS & TECHNICAL ASSISTANCE

8:00am – 4:00pm

Knowledge Center - Room 422, The Paul & Gwen Leonard Room
Presented by Environmental Protection Agency - Center for Creative Land Recycling, Nevada Division of Environmental Protection - Bureau of Corrective Actions, Northern Nevada Development Authority

Federal and state brownfields resources have brought jobs and economic development throughout the State of Nevada. Learn how the suite of brownfields resources can accelerate business, economic development, energy, infrastructure, and other activities in your community.

The Center for Creative Land Recycling, through the generosity of Panasonic, is providing thirteen scholarships on a first-come-first-serve basis to attend this workshop. Contact emma.leonard@cclr.org or call 415-398-1080 x100 for details.

FUNDAMENTALS OF ECONOMIC DEVELOPMENT

8:30am – 4:45pm

Joe Crowley Student Union - Room 403

Presented by University of Nevada, Reno College of Business & University of Economic Development

Attendees will learn economic development strategies from community to neighborhood development to redevelopment and land use, to workforce development and entrepreneurial development. An overview of how to fund economic development as well as fiscal authority and stability and their impacts on economic development.

WEDNESDAY, SEPTEMBER 21

- 7:00am Conference Registration
Located on 4th Floor of Joe Crowley Student Union
- 7:00 – 7:30am Continental Breakfast
Exhibit Hall, located in Milt Glick Ballroom A
- 7:30 – 9:00am Keynote by *Diarmuid O'Connell - Tesla Vice President, Business Development - "Accelerating The World's Transition to Sustainable Transport"*
- 9:15am – 12:00pm Institutes
- 12:15 – 1:30pm Lunch & Keynote – *Dr. Sam Cordes - "Regional Development, Rural-Urban Interdependency, and Deep Collaborations: Keys to Future Successes"*
- 1:45 – 5:30pm Tours
- 5:30 – 8:00pm Exhibitors' Reception – Exhibit Hall located in Milt Glick Ballroom A

THURSDAY, SEPTEMBER 22

- 7:30am Conference Registration
Located on 4th Floor of Joe Crowley Student Union
- 7:30 – 8:30am Continental Breakfast
Exhibit Hall, located in Milt Glick Ballroom A
- 8:30am Keynote by *Robert Lang, Greenspun College of Urban Affairs, Lincy Executive Director, Director at Brookings Mountain West Institute - "Megapolitan America"*
- 10:15 – 11:45am Concurrent Education Sessions
- 12 – 1:30pm Lunch & Keynote – *Brett Kelsey, Vice President & Chief Technology Officer for the Americas for Intel Security - "Cyber Security Trends & Innovations"*
- 1:45 – 3:00pm Concurrent Education Sessions
- 3:15 – 4:30pm Concurrent Education Sessions

**Separate ticketed events*



JOIN US FOR THIS PREMIER NETWORKING EVENT

EXHIBIT HALL WELCOME RECEPTION

WEDNESDAY, SEPTEMBER 21
5:30 TO 8:30 PM • MILTON GLICK BALLROOM A

Join us at the Exhibit Hall Welcome Reception, immediately following the first day of programs and tours. Enjoy refreshments and drinks, network with other attendees, and visit the sponsors & exhibitors who are working with organizations, agencies and businesses throughout Nevada to Build A Stronger Nevada through innovation, products and services. **Award and Accolade winners will be showcasing their award winning marketing projects!** This event is open to all attendees.

CONFERENCE PLANNING COMMITTEE

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USDA Rural Development
Presenting Sponsor

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University of Nevada, Reno
University Center for Economic
Development
College of Business
Business/Entrepreneur Track Chair

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Reno Garden Shop Nursery
Agribusiness Track Chair

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USDA Rural Development,
Carson City
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Tourism**
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UNR - Department of Economics
University Center for Economic
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Assistant Research Professor**
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University Center for Economic
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Economic Dev. Specialist**
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Special Events Committee

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CERTIFIED EDUCATIONAL UNITS ARE AVAILABLE FOR:

American Planning Association/American Institute of Certified Planners: The American Institute of Certified Planners (AICP) is APA's professional institute and provides the only nationwide, independent verification of planners' qualifications. Certified planners pledge to uphold high standards of practice, ethics, and professional conduct, and to keep their skills sharp and up-to-date by continuously pursuing advanced professional education. AICP certification is the only nationwide, independent verification of planners' qualifications. Earn the AICP credential and colleagues and employers will know that you have the academic qualifications, relevant work experience, and mastery of essential skills required to serve your community effectively.



The International Economic Development Council's (IEDC) Event Recognition Program recognizes organizations that continue to support, enhance and contribute to the profession of economic development. The Nevada Economic Development Conference is recognized by the IEDC as a professional development event that counts towards the recertification of Certified Economic Developers (CEcDs).

KEYNOTE SPEAKERS



Diarmuid O'Connell
**ACCELERATING THE WORLD'S
 TRANSITION TO SUSTAINABLE
 TRANSPORT**

Joining Tesla in 2006, Diarmuid O'Connell serves as the Vice President of Business Development. He manages commercial relationships and all aspects of government affairs. Before joining Tesla, Diarmuid served as Chief of Staff for Political Military Affairs at the US State Department. He was involved in policy and operational support to the U.S military. Diarmuid worked in corporate strategy as a management consultant for Accenture, as a founder of educational software developer, Real Time Learning, and a senior executive with McCann Erickson Worldwide and Young and Rubicam. He has managed international operations, projects and marketing for such brands as Coca Cola, Gillette, and AT&T, among others.



Brett Kelsey
**CYBER SECURITY TRENDS &
 INNOVATIONS**

Brett Kelsey is the Vice President & Chief Technology Officer, for the Americas for Intel Security. Mr. Kelsey has leveraged his business and practice development, strategic outlook, technical expertise and innovative thought leadership to evangelize Intel Security's go-to-market strategy. Brett Kelsey has also served as the Vice President of Professional Services for the Americas for Intel Security and as the Senior Director Global Training at Intel Security (formerly McAfee).



Robert Lang
MEGAPOLITAN AMERICA

Robert Lang is a professor in the Greenspun College of Urban Affairs and serves as the executive director of The Lincy Institute and director of Brookings Mountain West at UNLV. He is also a Senior Fellow at the Brookings Institution in Washington, D.C. Lang earned a Ph.D. in urban sociology from Rutgers University. Mr. Lang is a nationally recognized authority on urban growth, economic development and population dynamics, including the interplay between politics and growth in the American West. He has authored over 150 academic and professional publications and has developed many new urban planning concepts such as "Boomburbs," "Edgeless Cities," and "Megapolitan Areas." His book, Megapolitan America, details the rise of megapolitan areas and how they will change how America plans.



Dr. Sam Cordes
**REGIONAL DEVELOPMENT,
 RURAL-URBAN
 INTERDEPENDENCY & DEEP
 COLLABORATIONS: KEYS TO
 FUTURE SUCCESSES**

Dr. Cordes spent eight years at Purdue University before retiring in 2011. While at Purdue he served in several capacities including (a) Associate Vice Provost for Engagement (b) Co-Director, Center for Regional Development (c) Assistant Director and Program Leader, Cooperative Extension and (d) Professor of Agricultural Economics. Dr. Cordes has been sought out by others and has served in a number of consulting roles. He currently leads the Rural Policy Research Institute's Spatial Analytics Initiative.

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CONFERENCE PROGRAM

WEDNESDAY, SEPTEMBER 21

7:00 AM – 2:00 PM
REGISTRATION/CHECK-IN
4TH FLOOR OF JOE
CROWLEY STUDENT UNION
7:00 – 7:30 AM
CONTINENTAL BREAKFAST
EXHIBIT HALL – MILT GLICK
BALLROOM A
7:30 – 9:00 AM
OPENING GENERAL SESSION
KEYNOTE SPEAKERS
& GUESTS

Master of Ceremonies: Ed Lawson
WNDD President – Sparks City
Councilman

Welcome: Dr. Kevin Carman –
UNR Provost, Marsha Berkbigler –
Washoe County Commissioner

Keynote: Diamurid O'Connell –
Tesla Vice President, Business
Development
“ACCELERATING THE WORLD'S
TRANSITION TO SUSTAINABLE
TRANSPORT”

INSTITUTES
9:15AM – 12NOON

AGRIBUSINESS **INNOVATION, GROWTH** **& OPPORTUNITIES IN** **AGRIBUSINESS** **RM. 301**

Dick Kelsey, Sun Science – Meg
Stout, Aquaponics Association,
Dr. Beverly Ramsey – Earth
& Ecosystem Sciences, Desert
Research Institute, Moderated
by Clint Koble, USDA Farm
Service Agency, Lara Hermanson,
Farmscape, LLC

The latest innovations will be presented by subject matter experts that have taken challenging situations and turned into great opportunities and success for the Agribusiness industry. Richard Kelsey with SunScience will speak about the evolution or as he refers to it, revolution in agriculture as it relates to land and water use, globally, within an exploding population. Meg Stout with the Aquaponics Association will discuss the newest most innovative techniques being engaged by aquaponics experts across the nation. She will present the benefits associated with aquaponics' growing, the inherent food safety of aquaponically grown food as well as dispel all myths associated with aquaponics. Dr. Beverly Ramsey with Desert Research Institute (DRI) will discuss the role of research in food security and community resilience, community education, testing of innovations, and collaborations with businesses. Lara Hermanson, Farmscape, LLC will bring another perspective to the discussion that will include urban farming, rooftop farming, the building of communities around farms, landscaping with agriculture, including the Getty Museum art garden.

SMALL BUSINESS/ ENTREPRENEURSHIP **FINANCIAL LITERACY** **RM. 423**

Kathy Carrico – Nevada Small
Business Development Center,
Kathleen Marshall – Former State
of Nevada Treasurer, Robert Kirk –
Schwab Bank, Dr. Elliott – UNR

The importance of financial literacy as a foundation for entrepreneurial success and economic prosperity will be the focus of this institute. The program will address individual financial security, building community wealth and stability, and reducing the incidence and cost of “social issues” within communities through increased financial literacy.

ECONOMIC **DEVELOPMENT/VITALITY** **HOW DO YOU BECOME A** **COMMUNITY OF CHOICE?** **USE THE DATA!** **RM. 324**

Sarah Adler – USDA Rural
Development, Lisa Granahan –
Douglas County, Louise Torres –
USDA Rural Development, Eric A.
Coyle – U.S. Census Bureau

Gain access to tools and resources to inventory community assets, identify challenges and use research to understand opportunities before making planning and policy decisions that can result in attracting professionals, business, and industry to your community. Hear about successes and strategies in Sahuarita, AZ; Douglas County, NV; Tonopah, NV and other communities. Begin to understand how you can answer key data-based questions about your community and economy with tools that are readily available to you.

ENERGY **THE FUTURE OF ENERGY** **RM. 403**

Jon Ralston – Moderator, Ralston
Reports, Kitty Jung – Washoe
County Commission Chair, Bob
Greenlee – Bring Back Solar, Kevin
Geraghty – NV Energy, Timothy
Hay – Attorney/Consultant

All new projects require energy. But development is stalled waiting for infrastructure. The public is demanding a clear policy and a new direction for their government. This panel discussion, led by Jon Ralston - Nevada's leading political observer, will include industry stakeholders who will share their understanding of how policy is formed and how we can improve our current situation.

INFRASTRUCTURE/ TRANSPORTATION **LOOKING DOWN THE** **ROAD, A VIEW OF** **TRANSPORTATION IN** **NEVADA** **RM. 323**

Robert Lang – Brookings Institute,
UNLV, Lee Bonner – Nevada
Department of Transportation

With exploding growth in Northern Nevada and the continued needs of an ever-expanding Clark County, this panel examines issues of the Commerce Corridor from Phoenix to Las Vegas and how the I-11 extension is brought North through the state, the Nevada Department of Transportation State Plan, the Nevada Rail Plan, and a perspective of the Union Pacific Railroad Company and how the “business case” drives expansion through the private industry. Information provided in this institute will assist in local planning and economic development efforts.

**MANUFACTURING
ECONOMIC
DEVELOPMENT
TRENDS, A STATEWIDE
PERSPECTIVE
RM. 422**

Tom Harris, Phd. – UNR Center for Economic Development, Bob Potts, Research Director Governor's Office of Economic Development, Stephen Miller, Phd. - UNLV Professor/Director, Center for Business & Economic Research

University and governmental subject matter experts present on the economic trends throughout Nevada. Topic areas include key projects as well as their economic impact on Nevada. Participants will achieve a better understanding of job creation transitional migration driven by industry changes, significant impacts of innovative companies such as Tesla and Farady Future, and what to anticipate and prepare for the impacts of new industries throughout the State.

**WORKFORCE
DEVELOPMENT
BRIDGING THE GAP
– EDUCATORS &
EMPLOYERS WORKING
TOGETHER TO CREATE
PATHWAYS FOR
WORKFORCE
RM. 402**

Jim New – Truckee Meadows Community College, Amy Williams – Truckee Meadows Community College, Leigh Berdrow – Academy for Career Education, Lindsay Moore – Western Nevada College Former, Aaron West – NV Builders Alliance

Since our state is now committed to moving towards making advanced manufacturing and technology a bigger sector of Nevada's economy, a workforce that is capable to meet the employment qualifications must be prepared for a highly dependent industry. This panel of industry leaders and workforce development experts will discuss how they are working to support the development of the workforce, challenges they

face, and how industry works with the educational community to Bridge the Gap.

**TOURS
1:45 – 5:30PM**

Off-site tours will depart and return to the south side of the Mathewson IGT Knowledge Center.

**AGRICULTURE
TOUR OF DESERT
RESEARCH INSTITUTE
LABORATORY AND
APPLIED INNOVATION
CENTER**

Richard Jasoni, Alexandra Lutz, Mackenzie Peterson

Participants will have a special and very unique opportunity to tour the world renowned Desert Research Institute. Presentations will include cutting edge and innovative research related to agriculture including an overview of the Ecologically Controlled Enclosed Lysimeter (Eco CELLS) Laboratory, DRI's

educational programs, involvement in the Native Waters on Arid Lands project and recent developments in DRI's partnerships related to food and agriculture.

**SMALL BUSINESS/
ENTREPRENEURSHIP
TOUR OF UNR
INNEVATION CENTER
(WALKING TOUR)**

Richard Bartholet – UNR Center for Economic Development

Tour will feature the Innevation Center – a synergistic, collaborative space to stimulate the creation and incubation of start-ups and accelerate the growth of the knowledge-driven economy of our region. Participants will walk through the Maker Space, home to the Fab Factory, 3D Lab, Beta Space, Decompression Chamber, and other sections of the facility to include the Collab Room, Concept Café, Stage 3 and more. Tour the Nevada Advanced Autonomous System Innovation Center. Participants will see this sector

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of the business development arm of UNR focused on serving as a catalyst for innovative business and the development of a technologically advanced workforce.

ECONOMIC DEVELOPMENT/VITALITY TAHOE RENO INDUSTRIAL CENTER TOUR

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Lance Gilman – L. Lance Gilman Commercial Real Estate, Storey County Commissioner, Dean Haymore – Storey County Community Development

Storey County, Nevada's Tahoe Reno Industrial Center (TRI) occupies more than half of Storey County's land, and is attracting global companies including Switch, Walmart, Alcoa, and the Mars Corporation. Considered the largest industrial park in the country, it is home to more than 120 companies. TRI has become a major force in the changing economic environment for Northern Nevada. See the changes,

and get updated one year after Tesla's announcement making Nevada and TRI the location for the Tesla Gigafactory.

ENERGY PEPPERMILL GEOTHERMAL TOUR

Dean Parker - Peppermill Resort Spa Casino

For several years now the Peppermill Resort Spa Casino has tapped into existing low-temperature geothermal resources to provide District Heating and other benefits to the property. This State of the Art System reduces energy costs and increases guest comfort and serves as a model for other resorts worldwide.

INFRASTRUCTURE/ TRANSPORTATION BIKEABLE-WALKABLE-LIVABLE COMMUNITY

Kelly Clark – Muscle Powered, Robert Ping – Walkable and Livable Communities Institute, Scott Gibson – Regional

Transportation Commission Washoe Co., Noah Silverman – Reno Bike Project

Participants will be transported to the Reno Bike Project in downtown Reno where the bike tour will begin with an overview of what Bikeable, Walkable, Livable Communities are and what they look like, including the economic benefits associated with communities that plan and build trails for pedestrian and bicycle use. Investing in the improvement of walking and bicycling infrastructure can enhance communities and retail areas and generate more tourist activity. A biking tour of Reno and what has been accomplished and what is planned for the Reno community related to becoming a more bikeable, walkable and livable community will follow. Bikes and safety equipment will be provided. Learn from this institute how your community can walk the path towards livability. **Includes a bike tour as a part of the program.*

MANUFACTURING TRUCKEE MEADOWS COMMUNITY COLLEGE TOUR OF MACHINE TOOL & TECHNOLOGY CENTER, EDISON WAY FACILITY

Jim New, Cheryl Olson – Truckee Meadows Community College

Tour will feature the build out of production technician lab, new UAS lab, and CNC/Welding labs. Post tour discussion will include information about the instruction program, the apprentice program and open-entry/open-exit skill development program.

WORKFORCE DEVELOPMENT A WALKING TOUR OF THE UNIVERSITY OF NEVADA, RENO'S CONTRIBUTION TO LOCAL AND STATE-WIDE ECONOMIC DEVELOPMENT

Fred Steinmann - UNR



Powerful Partnerships

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Tour participants will see the various contributions UNR is making to the development of the State's workforce and to the development of new business and expanded economic development and activity. The tour will take participants to various labs operated by the University of Nevada, Reno's College of Engineering and the Mackay School of Earth Sciences and Engineering. There will be a visit to the 3D printing lab housed in the Mackay School of Mines Building and the DeLaMare Science and Engineering Library. Other notable stops include the Nevada Small Business Development Center and the Ozmen Center for Entrepreneurship in the College of Business, the Podcast Studio, Radio Studio, Voice Over Studio, and Studio A in the Reynolds School of Journalism, and the Nell J. Redfield Learning and Resource Center in the College of Education. And no tour is complete without a visit to historic Morrill Hall along with the University's recent additions including the William A. Pennington Student Achievement Center and the Mathewson-IGT Knowledge Center.

THURSDAY, SEPTEMBER 22

**7:30 AM – 12 NOON
REGISTRATION/CHECK-IN
4TH FLOOR OF JOE
CROWLEY STUDENT UNION
7:00 – 8:30 AM
CONTINENTAL BREAKFAST
EXHIBIT HALL – MILT GLICK
BALLROOM A
8:30 – 10:00 AM
OPENING GENERAL SESSION
- KEYNOTE SPEAKERS &
GUESTS**

Master of Ceremonies: Ed Lawson
WNDD President – Sparks City
Councilman

Welcome: Greg Mosier, Dean –
UNR College of Business
Oscar Delgado – Vice Mayor, City
of Reno

Keynote: Robert Lang –
Megapolitan America – Ex. Dir The
Lincy Institute, Director Bookings
Mountain West, UNLV, Greenspun
College Professor
“MEGAPOLITAN AMERICA”

BREAKOUT SESSIONS 10:15 – 11:45AM

AGRIHOODS GROWING FOOD AND COMMUNITY AGRIBUSINESS RM. 301

Amaya Genaro – Rancho Mission
Viejo, Daron “Farmer D” Joffe
– Agricultural Innovation and
Development, The Leichtag
Foundation, Lara Hermanson
– Farmscape, LLC, Rick Lattin,
Moderator – Lattin Farms

Development Supported Agriculture (DSA) or “agrihoods” are the newest trend in housing developments that build around farms, ranches or orchards, and a great way for farmers to pay bills. Daron “Farmer D” Joffe, a consultant to many agrihoods across the US, will be presenting with Amaya Genaro, Community Services Director with Rancho Mission Viejo, a southern California agrihood. They will be joined with Lara Hermanson, with Farmscape, LLC. Lara has over-

seen the construction and maintenance of 400 commercial, residential, and restaurant farms in the western United States.

SMALL BUSINESS/ ENTREPRENEURSHIP ACCESS TO CAPITAL – MAKING ENDS MEET RM. 423

Bob Holquin - US Small Business
Administration, Herb Shedd – USDA
Rural Development, Marcel F. Schaerer
– Nevada Dept. of Business & Industry,
Roberto Barragan – VEDC, Miguel
Luina – Hamilton/Lane

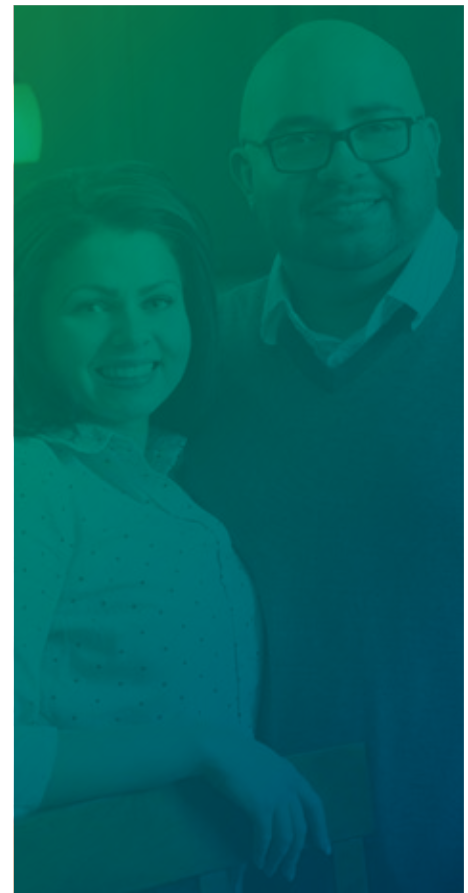
Properly capitalizing business enterprise can be a challenge, whether you are a city, county, non-profit, or business. Funding experts will present funding options to access for capital. Grants, incentives, loan and non-traditional sources cor capital will be discussed. Presentations by Small Business Administration, USDA Rural Development, Nevada Department of Business and Industry, VEDC, and Hamilton/Lane, followed by questions and answers.

OPENING DOORS TO A THRIVING COMMUNITY

At the epicenter of every thriving community are healthy families, and we make it our mission to help Nevadans live affordably, safely and comfortably. Nevada Rural Housing Authority is a proud sponsor of the Nevada Economic Development Conference and proud contributor to the success of Nevada's families since 1973.



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ECONOMIC DEVELOPMENT/VITALITY DOWNTOWN REVITALIZATION STRATEGIES FOR SUCCESS RM. 324

Barbra Coffee – City of Henderson,
Paula Lochridge – Main Street
Gardnerville, Pam Borda –
Northeastern NV Regional
Development Authority, Patrick
C. Sinnott – City of Las Vegas,
Michael Salogga, City of Carson
City – Moderator

This session will highlight best practices in downtown redevelopment and revitalization efforts in communities across Nevada. From rural to urban communities, hear how economic development practitioners bring transformative change to Nevada downtowns. Learn best practices, lessons learned and strategies to implement in your own community without reinventing the wheel!

ENERGY CLEAN POWER PLAN RM. 403

Mark Hauenstein – Technical
Designs

US Power plants account for nearly 40 percent of U.S. carbon dioxide emissions - more than every car, truck, and plane in the U.S. combined. In 2015, the Environmental Protection Agency (EPA) finalized new standards to reduce carbon emissions from power plants. Previously, power plants were allowed to dump unlimited amounts of carbon pollution into the atmosphere. This was the start of a world-wide discussion on carbon emissions and the effects on the climate. The Clean Power Plan is a state by state voluntary program to cap carbon emissions similar to setting auto industry fuel efficiencies and target the retirement of the worst polluters. This session will provide a clear understanding of the Clean Power Plan and Nevada's NDEP's 111(d) program and how it will impact Nevada's current power generation systems.

INFRASTRUCTURE/ TRANSPORTATION INFRASTRUCTURE FOR NEVADA COMMUNITIES – FINDING, FUNDING AND BUILDING WATER SYSTEMS IN NEVADA RM. 323

Cheryl Couch – USDA Rural
Development, Daralyn Dobson
– Nevada State Revolving Loan
Fund, Jean Barrette – Gov. Office
of Community Development,
Kelvin Hickenbottom – Nevada
Division of Water Resources, Bruce
Scott – Resource Concepts, Inc.

A facilitated panel discussion/forum to update public works directors and economic development directors on how to access water for economic development and fund and build water systems/waste water treatment systems in Nevada. Discussion will focus on infrastructure for Nevada Communities (INC) pre-application process, available funding, and regulatory changes affecting water systems in Nevada.

MANUFACTURING MAKING THE MINING CONNECTION RM. 422

Sheldon Mudd – Governor's
Office of Economic Development,
Jan Morrison – Lander County
Economic Development Authority,
Dana Bennett – Nevada Mining
Association

From supply chains and services, to recharging downtowns and closing the housing gap, the Silver State's mining communities are adapting and growing on a world economic stage. This panel will talk about the latest public/private initiatives, business developments and how you can tap into the mining supply and services chain.

WORKFORCE DEVELOPMENT LACK OF AFFORDABLE HOUSING ISSUES RM. 402

Eddie Hult – Nevada Rural
Housing Authority, Dan Dykes
– Nevada State Bank, Aaron West –
Nevada Builders Alliance



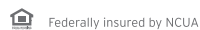
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Tesla's gigafactory is expected to bring approximately 35,000 new residents to the region over the next 20 years. A low inventory of housing for the projected population has experts predicting a rise in housing prices in Northern Nevada. Could this lead to a lack of affordable housing for Nevada's workforce?

and business models for start-up, retention and expansion. Lessons learned, detours, roadblocks, new directions.

**ECONOMIC DEVELOPMENT/VITALITY
WHAT DOES OUR ENTREPRENEURIAL ECOSYSTEM WANT?
RM. 324**

Jamie Orr PhD - Tahoe Mountain Lab, Miya Mackenzie - Adams Hub for Innovation, Matt Westfield - UNR Innevation Center, Bill Bokelmann - Henderson Chamber of Commerce Foundation

Entrepreneurship can act as a powerful driver for economic activity and vitality. An emerging entrepreneurial ecosystem across Nevada is providing uncommon economic development opportunities. In this session, learn about who is helping to support entrepreneurs in Nevada and what those entrepreneurs want and need to help our communities thrive.

University Debate Teams will debate the question - "Should the State of Nevada pursue a reduction of carbon emissions to 32% of 2005 levels by 2030?". The debate topic will be around the goals laid out in the 2015 EPA Clean Power Plan. This topic is rich for a discussion of the economic costs and returns from increased investment in wind, solar, and geothermal energy production; the relative savings and difficulties of maintaining the current modes of production including natural gas and carbon; and the need to address infrastructure challenges related to economic growth and energy development.

**INFRASTRUCTURE/TRANSPORTATION
MAKING THE INVESTMENT TO DRIVE HIGH-TECH GROWTH
RM. 323**

Britta Kuhn - Governor's Office on Science, Innovation and Technology, Mark Feest - Churchill County Communications, Lindsay

**ENERGY
ENERGY - THE GOOD, THE BAD, THE UGLY
RM. 403**

**SMALL BUSINESS/ENTREPRENEURSHIP
ENTREPRENEURSHIP, TECHNOLOGY AND THE UNIVERSITY CONNECTION
RM. 423**

Leith Martin - UNLV Center for Entrepreneurship, Chris Howard - Ozmen Center for Entrepreneurship, Joseph Grzyski - Desert Research Applied Innovation Center

Session will discuss the role of Nevada's Universities in innovation, development of new technologies, and ways that Nevada's Universities can work with community partners and others to enhance development and commercialization of new technologies.

**BREAKOUT SESSIONS
1:45 - 3PM**

**AGRIBUSINESS
THE ROLE OF THE REGIONAL FOOD TECHNOLOGY CENTER
RM. 301**

James Toomey - Agribusiness Incubator - University of Idaho

This session features the University of Idaho's Food Technology Center and Agribusiness Incubator's development of artisan food and wine ventures in the 18 county Snake River Valley. Includes discussion of successful processing



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CONFERENCE SCHEDULE OF EVENTS

TUESDAY, SEPTEMBER 20

PRE-CONFERENCE WORKSHOPS

- 8am - 4pm** Supporting Economic Development Through Brownfields Funds & Technical Assistance
Presented by Nevada Division of Environmental Protection Agency - Center for Creative Land Recycling,
Nevada Division of Environmental Protection - Bureau of Corrective Actions, Northern Nevada Development Authority
- 8:30am - 4:45pm** Fundamentals of Economic Development, Presented by UNR College of Business – Leadership Institute

WEDNESDAY, SEPTEMBER 21

- 7am** Registration/Check-in
- 7:30 - 9am** Welcome and Opening Session

DIARMUID O'CONNELL – TESLA VICE PRESIDENT, BUSINESS DEVELOPMENT – ACCELERATING THE WORLD'S TRANSITION TO SUSTAINABLE TRANSPORT

| INSTITUTES | Agribusiness Rm 301 | Small Business & Entrepreneurship Rm 423 | Economic Development Vitality - Rm 324 | Energy Rm 403 | Infrastructure/ Transportation Rm 323 | Manufacturing Rm 422 | Workforce Development Rm 402 |
|---------------|---|---|--|--|--|---|---|
| 9:15am - 12pm | Innovation, Growth & Opportunities in Agribusiness Moderator Clint Koble Dick Kelsey - Sun Science, Meg Stout - Aquaponics Association, Dr. Beverly Ramsey - Desert Research Institute & Applied Innovation Center, Lara Hermanson - Farmscape, LLC | Financial Literacy Kathy Carrico - Nevada Small Business Development Center, Kathleen "Kate" Marshall - Former State of Nevada Treasurer, Robert Kirk - Schwab Bank, Dr. Elliott Parker - UNR | How Do You Become a Community of Choice? Use the Data! Sarah Adler - USDA Rural Development, Lisa Granahan - Douglas County, Louise Torres - USDA Rural Development, Eric Coyle - US Census Bureau | The Future of Energy Moderator Jon Ralston Bob Greenlee - BringBackSolar.org, Kitty Jung - Washoe County Commissioner, Kevin Geraghty - NV Energy, Timothy Hay - Attorney/Consultant | Looking Down The Road - A View of Transportation in Nevada Robert Lang - Brookings Inst. UNLV, Lee Bonner - Nevada Dept. of Transportation | Economic Development Trends - A Statewide Prospective Tom Harris - UNR, Bob Potts - GOED, Stephen Miller - UNLV | Bridging the Gap - Educators & Employers Working Together, Creating Pathways for Workforce Jim New - TMCC, Amy Williams - TMCC, Leigh Berdrow - Academy for Career Ed., Lindsay Moore - WNC Past Student, Aaron West - NV Builders Alliance |

12:15 - 1:30pm Lunch
DR. SAM CORDES, REGIONAL DEVELOPMENT, RURAL-URBAN INTERDEPENDENCY & DEEP COLLABORATIONS: KEYS TO FUTURE SUCCESSES

| TOURS | Agribusiness | Small Business & Entrepreneurship | Economic Development Vitality | Energy | Infrastructure Transportation | Manufacturing | Workforce Development |
|---------------|--|---|---|---|---|--|--|
| 1:45 - 5:30pm | Desert Research Institute Laboratory & Applied Innovation Center. Richard Jasoni, Alexandra Lutz, Mackenzie Peterson | Tour of Innevation Center at UNR Kathy Halbardier - NVIE, Richard Bartholet - UNR | Tahoe Reno Industrial Center - A Look One Year Later Dean Haymore - Storey County | Peppermill Geothermal Tour Dean Parker - Peppermill Resort Spa Casino | Bikeable, Walkable Livable Communities Noah Silverman - Reno Bike Project, Kelly Clark - Muscle Powered, Robert Ping - Natl. Institute Walkable Livable Communities, Scott Bigson - Regional Transportation Commission Washoe Co. | Tour of Machine Tool & Technology Center of TMCC - Edison Way Facility Cheryl Olson - TMCC, Jim New - TMCC | University of Nevada Tour Fred Steinmann - UNR College of Business |

5:30 - 8:30pm EXHIBITORS' RECEPTION - EXHIBIT HALL



THURSDAY, SEPTEMBER 22

7am Registration/Check-in
8:30 - 10am Welcome and Opening Session
ROBERT LANG - MEGAPOLITAN AMERICA

| | Agribusiness Rm 301 | Small Business & Entrepreneurship Rm 423 | Economic Development Vitality - Rm 324 | Energy Rm 403 | Infrastructure/ Transportation Rm 323 | Manufacturing Rm 422 | Workforce Development Rm 402 |
|-----------------|--|--|--|--|---|---|---|
| 10:15 - 11:45am | Agrihoods Moderator Rick Lattin Amaya Genaro, Rancho Mission Viejo - Daron Joffe, The Leichtag Foundation, Lara Hermanson - Farmscape, LLC | Access to Capital - Making Ends Meet Bob Holguin - US SBA, Herb Shedd - USDA Rural Development, Marcel Schaerer - NV Dept of Bus & Industry, Roberto Barragan - VEDC, Miguel Luina - Hamilton/Lane | Downtown Revitalization Strategies Moderator Michael Salogga Patrick Sinnott - Las Vegas, Barbara Coffee - Henderson, Paula Lochridge - Gardnerville, Pam Borda - Elko | Clean Power Plan Mark Hauenstein, CEO Technical Designs, WNDD - SET Energy Chair | Infrastructure for NV Communities: Finding, Funding & Building Water Systems in NV Cheryl Couch - USDA Rural Dev., Daralyn Dobson - NV State Revolving Loan Fund, Jean Barrette - GOED, Kelvin Hickenbottom - NV Engineer | Making the Mining Connection Jan Morrison - Lander County RDA, Sheldon Mudd - GOED, Dana Bennett - NV Mining Assoc. | Lack of Affordable Housing Issues Eddie Hult - Nevada Rural Housing Authority, Dan Dykes - Nevada State Bank, Aaron West - NV Builders Alliance |

12 - 1:30pm Lunch
BRETT KELSEY - CYBER SECURITY TRENDS AND INNOVATIONS

| | Agribusiness | Small Business & Entrepreneurship | Economic Development Vitality | Energy | Infrastructure/ Transportation | Manufacturing | Workforce Development |
|---------------|--|---|--|--|--|--|--|
| 1:45 - 3pm | Regional Food Technology & Agribusiness Incubator Center James Toomey Agribusiness Incubator - Univ. Idaho | Entrepreneurship Technology & the University Connection Leith Martin - Center for Entrepreneurship, UNLV, Chris Howard - Ozmen Center for Entrepreneurship | What does our Entrepreneurial Ecosystem Want? Business Incubators Jamie Orr - Tahoe Mountain Lab, Miya Mackenzie - Adams Hub, Matt Westfield - Entrepreneurs Assembly, Bill Bokelmann - Henderson Business Resource Center | Energy - The Good, The Bad, The Ugly UNR Debate Team | Broadband - Making the Investment to Drive High-Tech Growth Britta Kuhn - Gov Office on Science, Innovation, & Technology, Mark Feest - CC Communications, Lindsey Harmon - Connect Nevada | Manufacturing Logistics - Movement of Raw Materials In and Finished Goods Out Ken Tavener - ITS Logistics, Hasaan Azam - Reno Tahoe Airport Authority, Rail Representative | STEM Workforce Accelerator Chase Norlin - Transmosis, Amelia Gulling - Greenpower Stem Education Desert Research Institute |
| 3:15 - 4:30pm | Sustainable Dryland Agriculture Initiative Dr. William Payne - College of Agriculture, Biotechnology & Natural Resources UNR | Entrepreneurship & Art Colin Robertson - Don J Clark Group, Maria Partridge - Reno Arts & Cultural Commission, Aric Shapiro - Reno Art Works, Susan Boskoff - Nevada Arts Council | Nevada's Urban Economic Development and Its Impact on their Regions, the State Mike Kazmierski - EDAWN, Bill Arent - City of Las Vegas | Recruiting Energy Companies to NV Kevin Geraghty - NV Energy, Constellation Energy/ Exelon and Solar City Other Speakers to Be Announced | Fuel Tax Indexing Jeff Fontaine - NACO, Alan Kalt - Churchill Co., Anna Thornley - NV Taxpayers Assoc. | Tahoe Reno Industrial Park - Updates Three Perspectives Kay Bennett - Silver Springs Airport, Dean Haymore - Storey County, Lance Gillman - Tahoe Reno Industrial Center | Managing Today's Multi-Generational Workforce Jason S. Morga PHR Kelly Services |

Please note conference sessions are subject to change. Please check website www.wnnd.org for up to date information.

Harmon – Connect Nevada

As Nevada becomes a hot-bed of high tech companies, local communities will need to expand and develop their pipeline of broadband resources. Learn from communities that have made those investments, speak with potential funding sources for local communities, and hear about statewide plans for this value infrastructure component.

MANUFACTURING MANUFACTURING LOGISTICS – MOVEMENT OF RAW MATERIALS IN AND FINISHED GOODS OUT RM. 422

Ken Tavener – ITS Logistics,
Kasaan Azam – Reno Tahoe
Airport Authority, Rail – TBD

New developments in rail access and diversity of cargo transportation options will be presented. Key representatives from Union Pacific rail and Reno Tahoe Airport Authority will present on the diversity of transportation options for manufactured goods via rail and

air.

WORKFORCE DEVELOPMENT STEM WORKFORCE ACCELERATOR PROGRAMS RM. 402

Chase Norlin – Transmosis, Amelia
Gulling – GreenPower, STEM
Education

Chase Norlin, CEO of Transmosis, will discuss the power of employer driven on-the-job training in a regional Workforce Accelerator setting. Transmosis recently won a grant from the Nevada Governor’s Office of Science, Innovation and Technology (OSIT) to develop a new STEM workforce training program in downtown Henderson building off its model developed in Silicon Valley. Amelia Gulling from Desert Research Institute & Applied Innovation will discuss the DRI STEM Workforce accelerator program and the impact and programming that engages diverse students and early-career scientist in science and research to develop the skills needed to succeed in

the science sector. Programs to be highlighted include GreenPower K-12 Education programs, STEM Internships, and Graduate Student Content Experts programs.

BREAKOUT SESSIONS 3:15 – 4:30PM

AGRIBUSINESS SUSTAINABLE DRYLAND AGRICULTURE INITIATIVE AT UNR RM. 301

Bill Payne – UNR, Nevada
Agriculture Experiment Station,
Fleischmann Agriculture

The ongoing development of sustainable dryland agriculture program, including scientific positions being filled, and public-private partnerships that are being built in the areas of beef production, agronomy, horticulture, natural resources, and biotechnology. Its projected economic impacts will be discussed related to production and mitigation.

SMALL BUSINESS & ENTREPRENEURSHIP ENTREPRENEURSHIP & ART RM. 423

Colin Robertson – Don J. Clark
Group, Maria Partridge – Reno
Arts & Cultural Commission, Aric
Shapiro – Reno Art Works, Susan
Boskoff – Nevada Arts Council

Every community has residents with artistic skills. When recognized, developed and if “harnessed” for their potential contributions to the economy, these individuals with skills can become the basis for local “primary industry”, which means they import money and export goods and/or services. Learn about the nature and depth of the linkage between artistic creativity and innovation and product and/or service delivery creativity and innovation. Ideas will be presented on how to better link art and entrepreneurship in your own community.



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ECONOMIC DEVELOPMENT/VITALITY NEVADA'S URBAN ECONOMIC DEVELOPMENT AND ITS IMPACT ON THEIR REGIONS, THE STATE RM. 324

Mike Kazmierski – EDAWN, Bill Arent – City of Las Vegas

Economic development activities in Nevada's two metropolitan areas (Reno and Las Vegas) are ramping up in 2016. Speakers will discuss projected impacts of rapid growth concerns and impacts in urban areas. Included will be an update of the 2015 EPIC report about projections and actual achievements.

ENERGY RECRUITING ENERGY COMPANIES TO NEVADA RM. 403

Kevin Geraghty – NV Energy, Other Speakers to be Announced

The news has been filled with stories

about policies aimed at blocking rooftop solar and net metering. In many other states that have embraced deregulation, competition has led to a clear path for investment and long term solutions. Much of Nevada is a blank piece of paper with an abundance of renewables. Using the model that other states have adopted, what lessons were learned and what changes are needed within the NRS to attract energy companies to Nevada?

INFRASTRUCTURE/ TRANSPORTATION FUEL TAX INDEXING RM. 323

Jeff Fontaine – Nevada Association of Counties, Alan Kalt – Churchill County Comptroller, Anna Thornley – Nevada Taxpayers Association

Washoe County has the highest gas tax in the state when it comes to combining the federal, state, county, and Regional Transportation Commission portions of the tax. With a statewide ballot question slated for voters in November that

would allow the rest of the state to continue indexing the tax rate to the rate of inflation, this panel will bring attendees up to speed on what the increase means for transportation investments in their community. Gain the necessary knowledge to speak to this issue in your community and have the accurate information on this history of the indexing issue over the past legislative session, as well as how the gas tax is spent and how it benefits communities and economic development opportunities.

MANUFACTURING TAHOE RENO INDUSTRIAL PARK – UPDATES THREE PERSPECTIVES RM. 422

Kay Bennett – Silver Springs Airport, Dean Haymore – Storey County, Lance Gilman – Tahoe Reno Industrial Center

Learn first-hand about USA Parkway proposed completion, new industry developments and economic impact on Lyon County, airport services and the surrounding area.

WORKFORCE DEVELOPMENT GEN NOW: UNDERSTANDING THE MULTI-GEN WORKFORCE AND THE COMING LEADERSHIP DEFICIT RM. 402

SPONSORED BY KELLY SERVICES Jason S. Morga PHR – Kelly Services

You have read plenty about the challenges presented by having a multigenerational workforce. You get it. The generations are wired differently, they work differently, and organizations need to adapt or they will go the way of the dinosaur. This presentation will discuss improving productivity, and building your talent supply chain across four diverse generations. The fundamental reasons why organizations must respond to generational issues will be presented and why it is important to respond now.



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ADDITIONAL SPEAKERS



**Jason S. Morga,
Kelly Services**

Jason will be presenting “Managing Today’s Multi-Generational

Workforce” sponsored by Kelly Services. His session is a part of the Workforce Development Track and will take place on Thursday, 3:15 to 4:30pm in Room 402.

Mr. Morga is the vice president of the Kelly Services® Americas Marketing Group. He is responsible for developing and leading marketing strategy and product visibility for U.S., Canada, Puerto Rico, Brazil, and Mexico. Jason also serves as an innovation champion at Kelly®—focused on inspiring an innovative culture and nurturing new product and solution enhancements. Prior to Kelly, he led the Creative Services and Organizational Development departments at global automotive supplier, Yazaki North America, Inc. Jason leads a team of marketing professionals to achieve strategic revenue goals through optimization of all aspects of marketing, public relations, lead generation solutions, web-based and lifecycle marketing techniques, along with candidate and customer acquisition strategies. He co-authored with Lance J. Richards, *Gen Now: Understanding the Multi-gen Workforce and The Coming Leadership Deficit*.



**Amaya Genaro,
Rancho Mission Viejo**

Ms. Genaro will speak along with panelists Daron

Joffe with The Leichtag Foundation and Lara Hermanson with Farmscape, LLC, on Agrihoods which will be facilitated by Rick Lattin from Fallon based – Lattin Farms. This session is under the Agribusiness Track titled “Agrihoods” and will be held in Room 301, Thursday, 10:15 to 11:45am. Session is sponsored by Urban Land Institute, Nevada.

Amaya serves as the Director, Community Services for Rancho Mission Viejo a privately owned development company in South Orange County, California. Rancho Mission Viejo has owned land for 130+ years and has developed communities for the past 50 years. The new ranch community is comprised of more than 17,000 acres of permanent open space and 6,000 acres of residential and mixed use development. Rancho Mission Viejo is both Orange County’s last working ranch and the largest new planned community in California. Amaya leads the Community Life team in strategic direction and implementation of lifestyle services and programs. Rancho Mission Viejo is bringing to life a community that challenges the status quo by integrating Age Qualified neighborhoods and All Age neighborhoods with an overlay of ageless amenity design and programming. The “Agrihood” program and a communal approach to farming have continued to gain momentum with a community following of all ages.



**Lance Gilman,
L. Lance Gilman
Commercial
Real Estate**

Mr. Gilman will join panelists Dean

Haymore with Storey County and Kay Bennett with Silver Springs Airport on Thursday, from 3:15 to 4:30pm to discuss their perspectives of the Tahoe Reno Industrial Park as a part of the Manufacturing Track in Room 422.

Lance Gilman holds the title of Principal LLGCRE, exclusive brokerage firm for the Tahoe Reno Industrial Center (TRI). In this vast 100,00+ acre park there is currently over 14 million square feet of manufacturing and distribution facilities for such nationally recognized firms as Wal-Mart, PetSmart, US Ordinance and Alcoa. He brokered the deals involving the Tesla Gigafactory and Switch Data

Storage Campus moving into TRI. The Governor of Nevada awarded Lance a special award for making “the deal of the Century” in Nevada for the Tesla transaction. Prior to TRIC, in 1988, LLG CRE was responsible for the acquisition, planning and marketing of the 2,500-acre South Meadows Business Park in south Reno.

As an active part of the regional commercial real estate community, he is a Commissioner in Storey County Nevada, member of Northern Nevada Development Authority (NNDA), Economic Development Authority of Western Nevada (EDAWN), NAIOP Northern Nevada and the Reno-Sparks Chamber of Commerce.



**Robert Ping,
National
Institute
Walkable,
Livable
Communities**

National Institute Walkable, Livable Communities’ Executive Director, Robert Ping, joins a panel of experts for the Bikeable, Walkable, Livable Communities Presentation and Tour on Wednesday from 1:45 to 5:30pm. Other panelists include Noah Silverman from the Reno Bike Project, Kelly Clark with Muscle Powered, and Scott Gibson from the Regional Transportation Commission.

Robert Ping is the WALC Institute’s Executive Director. A self-described ‘bike-aholic’ and a passionate transportation advocate, Robert has become well known throughout the country for his work in Safe Routes to School program and policy change, Complete Streets, Smart Growth, bikeability and walkability, and has led state and local policy change coalitions in 25 states and five metropolitan regions. Robert was the Safe Routes to School National Partnership’s technical director, was appointed by Congress to the federal Safe Routes to School Task Force and has provided technical assistance to states, regions and cities throughout

the U.S. Robert helps communities and advocates improve the built environment to increase safety, social equity, and physical activity through bicycling and walking.



Jon Ralston

Mr. Ralston will serve as the moderator in the Energy Institute – The Future of

Energy which will be presented Wednesday morning in Rm 403 beginning at 9:15am. Panelists will include Kitty Jung, Chair of the Washoe County Commission, Bob Greenlee with Bring Back Solar, Kevin Geraghty with NV Energy, and Timothy Hay, Attorney Consultant.

Jon has been covering politics in Nevada for 30 years, and is recognized as the foremost expert in the state. In 2012, he was named one of the Top 50 “Politics to Watch” by Politico. Jon has hosted several TV programs, including “Ralston Live” and “Ralston Reports.” He is a columnist for the Reno Gazette-Journal twice a week. Jon also distributes an email newsletter called “Flash” that sets the political agenda for the day, breaks news and contains analysis. He is a contributing editor at Politico Magazine and regularly appears on national television, including programs on MSNBC, FOX and PBS as well as “Meet the Press.” He wrote for the Las Vegas Review-Journal for 15 years, the last seven as a freelance columnist. In 1999, the Greenspun Media Group purchased his political newsletter The Ralston Report. Awards include: Nevada State Press Association’s Outstanding Young Journalist of the Year in 1986, Best Columnist of the Year in 1991 and 1992 and Best Non-Staff Columnist in 2000, 2001, 2003, 2005, 2007, 2009, 2010, and 2011. In 2009, Jon won the Associated Press News Executive Council award for best local column.

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BLUE

WASHOE COUNTY

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www.washoecounty.us
Washoe County is located along the eastern slopes of the Sierra Nevada Mountains in western Nevada. The County covers an area of 6,600 square miles in the northwest section of Nevada bordering California and Oregon and has a population of approximately 436,000. The County is managed by five Commissioners overseeing 24 departments. In addition, there are seven elected County Officials: DA, Sheriff, Treasurer, Clerk, Recorder, Assessor, Public Administrator. Washoe County works together regionally to provide and sustain a safe, secure and healthy community.

GOLD

NV ENERGY

6100 Neil Road, Reno, NV 89511
www.nvenergy.com

NV Energy has served citizens in northern Nevada for over 150 years, and southern Nevada since 1906. Nevada Power, Sierra Pacific Power and Sierra Pacific Resources merged in July 1999 to create one of the fastest growing energy companies listed on the New York Stock Exchange. In 2008, both subsidiaries began doing business as NV Energy signaling our commitment to serving Nevada's energy needs. Our service area covers 45,592 square miles of the fastest growing state in the U.S.

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Las Vegas, NV 89119
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www.dri.edu

The Desert Research Institute (DRI) serves as the environmental research arm of the Nevada System of Higher Education. DRI conducts cutting-edge applied research in atmospheric, hydrological, and earth and ecosystems sciences across Nevada, the United States and on every continent. DRI employs more than 500 employees and has two campuses in Reno and Las Vegas, Nevada. DRI's faculty members are non-tenured, entrepreneurial and responsible for their own salaries from external grants and contracts. This blend of academic rigor and private-sector pragmatism has earned DRI a reputation for delivering rapid, high quality environmental science in a businesslike fashion.

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Nevada Rural Housing Authority (NRHA) provides affordable housing for our citizens and is the reason we got our start, but it is not the only thing we do for Nevadans. Rental support, innovative home financing program, needs assessments, economic development - we bring ideas and solutions to the table and help communities put a plan into action that meets their needs. Nevada Rural Housing Authority serves Nevada's fifteen rural counties and the rural portions of Clark and Washoe counties. Our coverage area includes 110,000 square miles and over 1,300,000 people.

REGIONAL TRANSPORTATION COMMISSION WASHOE COUNTY

PO Box 30002, Reno, NV 89520
775-348-0400
www.rtcwashoe.com

The Regional Transportation Commission of Washoe County (RTC) is the public body responsible for the transportation needs throughout Reno, Sparks, and Washoe County, Nevada. The RTC, created by the State of Nevada in 1979, is an amalgamation of the Regional Street and Highway Commission, the Regional Transit Commission and the Washoe County Area Transportation Study Policy Committee.[1] They provide public transportation services, street and highway construction, and transportation planning.

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businesses, has \$618 million in assets and has been consistently recognized as both Best Financial Institution in many of its service areas and as a top employer by the Reno/Tahoe Best Places to Work Awards. Most importantly, our members are also our owners, so they have access to all of our great services and products, delivered with a personal touch - because our focus is the well-being of our members.

NEVADA BUILDERS ALLIANCE

PO Box 1947

Carson City, NV 89702

(775) 882-4353

www.nevadabuilders.org

The Nevada Builders Alliance (NBA) is a professional organization representing the construction industry; and all affiliated sectors. Our mission is to create a positive business environment for our member companies and communities. NBA was established in 1966 as the Ormsby County Builders' Association by a handful of builders looking to protect the interests of a growing industry. Throughout the years, NBA has grown and evolved several times. On the eve of our 50-year anniversary, it is time to evolve once again. With over 700 member companies representing tens of thousands of hard-working Nevadans, we have grown to become the Nevada Builders Alliance.

URBAN LAND INSTITUTE (ULI)

P.O. Box 95194

Las Vegas, NV 89193-5194

(702) 952-2480

www.nevada.uli.org

ULI Nevada supports the best practices in land use through Smart Growth programs, networking events and project tours. Based in Las Vegas, ULI Nevada provides trustworthy information and offers members a place to grow professionally and personally by sharing and cultivating ideas,

mentoring and problem solving. Our members gain access to opportunities for professional development through active involvement on committees, topical programs and networking. The membership represents land use and real estate development disciplines including developers, builders, investors, architects, public officials, planners, real estate brokers, appraisers, attorneys, engineers, lenders, academics and students.

FRIENDS

NORTHERN NEVADA DEVELOPMENT AUTHORITY

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Carson City, NV 89703

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Northern Nevada Development Authority (NNDAA) is the recognized Economic Development Authority for the Sierra Region of Nevada, comprised of Carson City, Churchill County, Douglas County, Lyon County and the Comstock District. NNDAA is a non-profit organization funded by the State, the counties and cities and through donations from Investor Partners comprised of businesses in the communities. Since 2010, NNDAA has had the economic impact of over \$1.7 billion and assisted 68 companies relocate to Nevada.

ECONOMIC DEVELOPMENT AUTHORITY OF WESTERN NEVADA (EDAWN)

5190 Neil Road, Suite 110

Reno, NV 89502

(775) 829-3700 • www.edawn.org

EDAWN is a private/public partnership established in 1983, committed to adding quality jobs to the region by recruiting new companies, supporting the success of existing companies, and assisting newly forming companies, to diversify the economy and have a positive impact on the quality of life in Greater Reno-Sparks. EDAWN's

vision is to "A world-class economic development organization with strong local partnerships, regional respect and cooperation and a national reputation for innovation and creativity."

LAS VEGAS GLOBAL ECONOMIC ALLIANCE (LVGEA)

6720 Via Austi Parkway, Ste 330

Las Vegas, NV 89119

(702) 791-0000 • www.lvega.org

The Las Vegas Global Economic Alliance (LVGEA) is a 501(c)6 membership organization dedicated to developing the economies of Las Vegas, Clark County, Henderson, North Las Vegas, Boulder City, and Mesquite through regional cooperation, global trade, and global connectivity. We are the economic and community development resource for Southern Nevada. LVGEA's vision is to help our residents thrive in a global economy by fostering a more prosperous, diverse, and connected regional economy.

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1385 Haskell Street

Reno, NV 89509

775-323-2977

<http://theabbiagency.com>

The Abbi Agency is a team of human-centric media experts and communications professionals working across all industries to innovate the field and practice of integrated marketing communications. We tell the stories of our clients across mediums in an effort to engage their customers, partners, event attendees, and surrounding communities. To do this, we think beyond today's trends. No two clients are the same, therefore we never tell the same story twice. We are invested in our clients. We believe they are special. Your story is worth telling, so let us be the ones to hold a megaphone to the world on your behalf.

THE RENO-SPARKS NORTHERN NEVADA CHAMBER

449 South Virginia Street, #200

Reno, NV 89501

(775) 636-9543

www.thechambernv.org

The Chamber is a regional Chamber of Commerce composed of businesses, individuals and organizations that are united for the sole purpose of furthering the interests of our members and the northern Nevada region. We are dedicated to providing service to visitors and travelers as well as our business community. A wide array of services & programs are provided for local businesses and to promote the region by providing tourism & visitor information. A wide range of community resources for our members and the general public are also available.

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SUPPORT

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Founded in 2005 by CATHERINE HANSFORD, Hansford Economic Consulting (HEC) is a professional contract SERVICES business. An applied economist with more than 15 years of experience, Catherine is a practitioner of financial, economic,

and resource sciences, and an enthusiast of collaboration. She brings a unique set of skills to every PROJECT. Working with colleagues in multi-disciplines enables her to provide broad perspective on planning issues and build consensus among different interest groups.

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790 Estate Drive, Suite 150
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(847) 236- 9256 • www.sjsrealty.net

SJS Commercial Real Estate is a results driven commercial real estate development company involved in a wide range of projects including retail, industrial, office, healthcare and land development. For more than 20 years, SJS has been involved in numerous commercial real estate development transactions ranging in size from 20,000 to 600,000 square

feet throughout the United States. Finding creative and cost effective real estate solutions for each unique development opportunity is SJS's mission and passion.

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Reno, NV 89502

(775) 856-1150 • www.cfareno.com

CFA is a multi-disciplinary consulting firm established in 1981. Our steady growth and stability is the direct result of our strong performance as design professionals for a growing list of satisfied clients. We have established a reputation for providing quality services to private and public sector clients throughout northern Nevada and California in planning, landscape architecture, civil engineering, hydrologic & hydraulic engineering, surveying, and mapping.

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Connecting People – Sharing Knowledge

ULI Nevada is a trusted convener, educator and advisor, positioned for high impact. ULI brings public and private sector leaders together to share and exchange ideas, information and experiences to shape the way communities grow. We foster collaboration among every profession and sector in real estate development and land use, from all over the state, and in every career stage, from rising star to world-renowned luminary. ULI Nevada engages members to grow professionally and personally through sharing, mentoring, and problem-solving.

Thinking Big, Thinking Ahead – Building Better Communities

Known as the industry gold standard, ULI Nevada is at the forefront of real estate trends in Nevada. Our programming, initiatives, and outreach activities transform communities, broaden perspectives, and create momentum from possibility. We convene discussion around catalytic projects and ideas affecting land use and economic development, and work to make Nevada communities better places to live.

ULI Nevada District Council

Ph 702-798-5156 • Fax 702-798-8653 • Nevada@uli.org

REGISTRATION



EARLY BIRD REGISTRATION BEFORE JULY 29, 2016

CONFERENCE REGISTRATION

Please indicate your choices by entering the correct prices in the "Total" column.

| REGISTRATION | Description | Fee | Total |
|---|---|------------------|-------|
| Supporting Economic Development Through Brownfields Funds and Technical Assistance Tuesday, Sept. 20, 8:00am - 4:00pm | Includes workshop, lunch and parking. | \$75/ \$100* | |
| Fundamentals of Economic Development Workshop Tuesday, Sept. 20, 8:30am - 4:30pm | Includes workshop, lunch, and parking. | \$75/ \$100* | |
| Conference Wednesday, Sept. 21 & Thursday, Sept. 22 | Includes opening sessions with keynote speakers, institutes, tours, educational sessions, parking, and luncheons for both dates. | \$125/ \$150* | |
| One Day Conference Pass Wednesday, Sept. 21, 7:30am - 5:30pm | Includes opening session with keynote speaker, institutes, tours, parking, luncheon with keynote speaker, and Exhibit Hall Welcome evening reception. | \$100 | |
| One Day Conference Pass Thursday, Sept. 22, 7:30am - 4:30pm | Includes opening session with keynote speaker, educational sessions, parking, and luncheon with keynote speaker. | \$100 | |
| Student/Non-Profit (501C.3) | Includes Sept. 21 & 22 opening session with keynote speakers, institutes, tours, educational sessions, parking, and luncheons for both dates. | \$75/ \$100* | |

GROUP DISCOUNTS

A 10% registration discount is available to organizations with groups of three or more registering for and attending the September 21 & 22 conference days. Does not include the Pre-Conference Workshops. Please call 775.883.7333 X200 for Group Registration.

TOTAL: \$ _____

*Fee after July 29, 2016

REGISTRATION FOR INSTITUTES & OFF SITE TOURS

Each full conference registration fee includes an Institute and Tour. Check one box for Institute and one box for Tour.

| INSTITUTES 9:15AM - 12PM | Description | Check One Only |
|--|---|----------------|
| Agribusiness | Innovation, Growth & Opportunities in Agribusiness | |
| Small Business/Entrepreneurship | Financial Literacy | |
| Economic Development/Vitality | How Do You Become a Community of Choice? Use the Data! | |
| Energy | The Future of Energy | |
| Infrastructure/Transportation | Looking Down the Road – A View of Transportation in Nevada | |
| Manufacturing | Economic Development Trends – A Statewide Perspective | |
| Workforce Development | Bridging the Gap-Educators & Employers Working Together, Creating Pathways for Future Workforce | |

| TOURS 1:45 - 5:30PM | Description | Check One Only |
|--|--|----------------|
| Agribusiness | Desert Research Institute Laboratory and Applied Innovation Center | |
| Small Business/Entrepreneurship | Innovation Tour – UNR | |
| Economic Development/Vitality | Tahoe Reno Industrial Center | |
| Energy | Peppermill Resort Spa & Casino Geothermal | |
| Infrastructure/Transportation | Bikeable/Walkable Livable Communities - Bike Tour | |
| Manufacturing | TMCC Machine Tool & Technology Center | |
| Workforce Development | UNR Tour | |

REGISTRATION

Name: _____ Title: _____

Organization: _____

City: _____ State: _____ Zip: _____ Email: _____

Phone number (in case we have questions about your registration): _____

How did you hear about Nevada Economic Development conference? _____

To help limit food waste, please check those meals you plan to attend.

Conference Luncheon – Wednesday, September 21

Conference Luncheon – Thursday, September 22

Exhibit Hall Evening Welcome Reception – Wednesday, September 21

PAYMENT INFORMATION

Please select method of payment.

CASH \$ _____

CHECK # _____ PAYABLE TO “THE BOARD OF REGENTS”

CREDIT CARD *Your Credit Card will not be billed until the week of the conference*

___ VISA ___ DISCOVER ___ MasterCard

Name on Card: _____

Card Number: _____

Exp: _____ CVC Number: _____ Amount Authorized to Charge: _____

Authorized Signature: _____

FEES FOR SPECIAL SERVICES

Cancellation or refund request (after September 1, 2016): \$50

Name change (registration transfer): \$15

YOU MAY REGISTER BY MAIL, ONLINE, EMAIL, FAX OR PHONE

MAIL

Attn: Nevada Leadership Institute
University Center for Economic Development Attn: UCED
University of Nevada, Reno
Mail Stop 204
Reno, NV 89557

ONLINE

<http://wndd.org/economic-development-conference/>



EMAIL

sgonzales@wndd.org

FAX

(775) 784-1773

PHONE

(775) 883-7333 x2000

EXHIBIT BOOTH AND SPONSORSHIPS STILL AVAILABLE!

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BY PHONE 775.883.7333 X2000 **21**

GETTING AROUND



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Student Union

FLOOR 3

FLOOR 4



FIRST FLOOR

- DMV Kiosk
- Keva Juice
- Information Center
- Nevada Wolf Shop
- Starbucks
- U-Swirl
- Welcome Center
- Wells Fargo

SECOND FLOOR

- 15th Street Food Court:
- Einstein Bros. Bagels
- Great Full Gardens Express
- Panda Express
- Port of Subs
- Blue Fish Bowl
- Nevada Wolf Shop
- Pack Power Charging Station
- WolfCard Oce

THIRD FLOOR

- ASUN Center for Student Engagement
- ASUN Presidents Conference Room - 332
- Box Oce/Concessions
- Cantina del Lobo Restaurant
- Center for Student Cultural Diversity
- Center for Student Cultural Diversity - Niche
- Computer Lounge
- Conference Rooms 317, 320, 323, 324
- Graduate Student Association
- Graduate Student Lounge - 302
- Rita Laden Senate Chambers - 356
- Theatre

FOURTH FLOOR

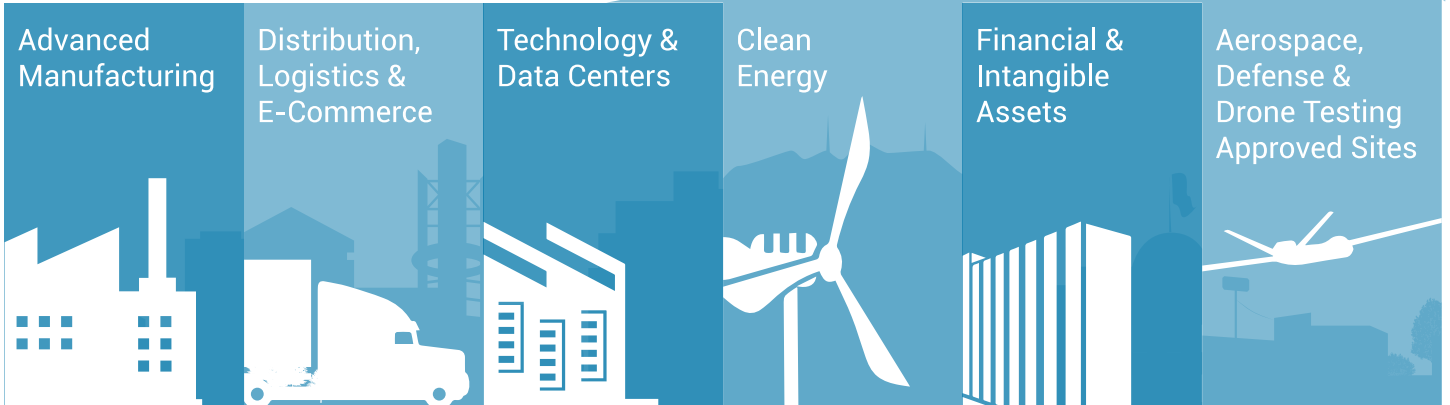
- Conference Rooms 402, 405, 406, 420, 422, 423
- Milt Glick Ballrooms A, B, C
- Pre-Function Lounge
- Silver & Blue Catering
- Student Union Administration
- The Great Room - 403
- First Floor
- DMV Kiosk
- Keva Juice
- Information Center
- Nevada Wolf Shop
- Starbucks
- U-Swirl
- Welcome Center
- Wells Fargo



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INDUSTRY SECTORS



INCENTIVES

| | | | | | | | |
|----------------------------------|--------------------|-----------------------------|--------------------------|----------------------|------------------------|-------------------------------|---|
| NO | NO | NO | NO | NO | NO | NO | <ul style="list-style-type: none"> • Streamlined Permitting with Concierge Service • Payroll Tax Abatement • Personal Property Tax Abatement • Property Tax Exemptions • Sales & Use Tax Abatement • Renewable & Energy Storage Abatements • Aviation & Data Center Abatements • Industrial Development Bonds |
| PERSONAL STATE INCOME TAX | UNITARY TAX | CORPORATE INCOME TAX | ESTATE / GIFT TAX | FRANCHISE TAX | INHERITANCE TAX | SPECIAL INTANGIBLE TAX | |

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2ND ANNUAL NEVADA ECONOMIC DEVELOPMENT CONFERENCE



WHO SHOULD ATTEND THE NEVADA ECONOMIC DEVELOPMENT CONFERENCE?

Attendees will include economic developers, elected and appointed officials, business owners, utilities, banks, educators, manufacturers, the mining industry, transportation representatives, agribusiness, and anyone interested in connecting with Nevada's economic development network.

KEYNOTE SPEAKERS



**DIARMUID
O'CONNELL**
TESLA



ROBERT LANG
BROOKINGS
INSTITUTE



BRETT KELSEY
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DR. SAM CORDES
RURAL POLICY
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