

NON ECONOMIC O DEVELOPMENT E SUMMIT

The New Oklahoma Economy: Global, Social, Sustainable, Strategic

October 3-4, 2011



Norman, OK



Embassy Suites

AGENDA

Monday, October 3rd

- 8:00 Registration Open - Coffee and Exhibitor Showcase
- 8:30-8:45 Welcome and Introductions - Judee Snodderly, OEDC President
- 8:45-9:00 "The New Economy - Global/Social/Sustainable/Strategic" - 2011 Summit Chair, Richard Cornelison, OG&E
- 9:00-9:30 "Oklahoma's CEO" - The Honorable Mary Fallin, Governor, State of Oklahoma
Governor Fallin will discuss her plan to sell Oklahoma in this new economy
- 9:30-10:30 "Oklahoma's Strategic Assets: Capitalizing on Our Global Position in the New Economy"- Sandy Pratt, Oklahoma Dept. of Commerce
The Oklahoma Department of Commerce will discuss the state's growth potential, competitive edge and location trends to determine targeted industry sectors in the 21st century economy.
- 10:30-10:45 Exhibitor Showcase & Networking Break
- 10:45-11:45 Break-out sessions- choose from four- they repeat three times
1. Global- Economic Development/Foreign Direct Investments- Gene DePrez-Global Innovation Partners)
Our economies have become global. What happens in Europe, S. America, Africa and Asia affects companies in the United States. Mr. DePrez will discuss economic development in today's global environment, including a discussion on Foreign Direct Investment (FDI).
 2. Social/Social Media-ED communications/operations using social media- Mark James, ED Solutions, Inc.
Google, Facebook, Twitter, LinkedIn and many other types of social media and technology drive companies behaviors, marketing messages and market communications. Mr. James will discuss the impact of social media on the practice of economic development as well as how to position and communicate to compete. What does your state and region need to be doing? Find out!

3. Sustainable/Economic Sustainability- Knowledge Economy: Innovation, entrepreneurship, technology- Piyush Patel, PL Studios, Inc., Green Economy: Renewable, sustainability, creating jobs in the new economy- Jeff Finkle, IEDC
With technology and innovation driving systemic changes in our economy, including job creation and investments for entrepreneurs as well as the green economy. Mr. Patel and Mr. Finkle will discuss what this means to economic development and what steps we need to take capture the investments and jobs in this environment of sustainability.
4. Strategy/Strategy is Everything – why being strategic matters and how to do it- Greg Main, President, St. Gregory's University
How do you get to where you need to go? What competitive advantage have you created in your state/region that will allow companies to succeed? With limited resources, making tough decisions about investments in ED is critical. Mr. Main will discuss why being strategic in today's new economy is critical to long-term success.

11:45 -12

Exhibitor Showcase & Networking Break

12-1:00

Keynote Address- "Economic Development in the New Economy"- Jeff Finkle, President/CEO, International Economic Development Council (IEDC)

Mr. Finkle will give an overview of the state of economic development and will discuss the issues he believes are critical to continue to growing jobs and capital investment in this new economy.

1:00-1:15

Exhibitor Showcase Networking Break

1:15-2:30

Repeat all four breakout sessions as described above

2:30-2:45

Exhibitor Showcase Networking Break

2:45-4:00

Repeat all four breakout sessions as described above

4:15-5:00

"Targeted Marketing and Branding"- Lea Taylor, What if Creative

Mrs. Taylor, President of What if Creative and Executive Director of the Greater Fort Smith Regional Alliance will discuss what you need to create a marketing message, how to strategically target companies and how to develop and branding message that makes an impact in today's new economy.

5:00-6:00

Networking Reception and Exhibitor Showcase- Sponsored by Norman Convention and Visitors Bureau, Norman Economic Development Council and Norman Chamber of Commerce

Tuesday, October 4th

8:00-8:30

Coffee and Exhibitor Showcase networking break

8:30-9:30

"The Other GDP- An Oklahoma Assessment"- Del Boyette, Boyette Strategic Advisors

Mr. Boyette, former head of AEDC and President/CEO of Boyette Strategic Advisors will discuss how to target and approach corporate decision makers and investment impact in this new economy. He will also explain how states/regions should be strategic in their approaches. He will also provide his assessment of Oklahoma's effort and will reveal his top 10 list for Oklahoma.

9:30-9:45

Exhibitor Showcase & Networking Break

10:00-11:00

"Strategic Partnerships/Collaborative Initiatives"- Josh O'Brien- i2e and Greater Oklahoma City Chamber; Dr. Terry Golding- Amethyst Research, Inc. /OK Sensor Alliance; Brien Thorstenberg (Moderator)

Hear from two organizations that have figured it out. Collaboration and cooperation, along with articulated strategies, have allowed these two dynamic groups to flourish and have a significant impact on Oklahoma's economy. Are you thinking strategically within your region? If not, this panel will have the ideas on what's worked for them.

11:00-12:00 "Oklahoma's Strengths & Weaknesses from a Business Perspective"-

- Siobhan Reilly, Food ProTech, Stillwater
- Jay Wade, Red Earth Systems, OKC
- Joe Robillard, President of Autoquip, Inc. in Guthrie
- Ken Parker, NextThought, Norman
- Kay Wade (Moderator)

Rural or urban, large or small, capital intensive or labor intensive, different industry sectors- every region and state has advantages. These companies and their leaders found Oklahoma offered them what they needed to invest here. What do we do right, what needs to be improved? This panel will offer invaluable insight into the minds of business decision makers in our state.

12-1:30 Keynote Luncheon- Oklahoma's Plan for Success

- Secretary of Commerce David Lopez
- The Honorable Todd Lamb, Lieutenant Governor, State of Oklahoma,
- Bob Sullivan Governor's Economic Development Group
- OEDC's Economic Development Professional of the Year

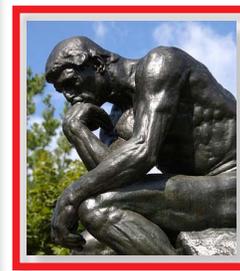
Hear from those in government and executive leadership positions on where Oklahoma needs to go from here. In this new economy, how do we compete? What's the next big idea? How do we create a strategy at the state level that can be implemented and shared with regional partnerships and rural/urban communities? How do we leverage our assets and create an environment that keeps us competitive in this global, social, sustainable and strategic economy?

1:30-2:30 The Skinny on Consultant Relationships- Gene Stinson, Executive Director, Southern Economic Development Council (SEDC)

Ever wonder what consultants do? How they make their decisions and why some states/regions get selected for RFP's and others don't? Mr. Stinson, Executive Director for SEDC, will give you his insight on what they do and why they do it.

2:30 Wrap-Up/Adjourn

For more information about the conference and to register go to www.oedc.net or scan the QR Code below!



(Scan Me)

