

# 2ND ANNUAL NEVADA ECONOMIC DEVELOPMENT CONFERENCE



**SEPTEMBER 20, 2016**  
PRE-CONFERENCE WORKSHOPS  
**SEPTEMBER 21 & 22, 2016**  
CONFERENCE

University of Nevada, Reno  
The Joe Crowley Student Union

## PRESENTED BY

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

## INFORMATION

[www.wnnd.org](http://www.wnnd.org) – 775.883.7333 X2000



**EARLY BIRD  
RATES  
END  
JUNE 30**

## SPONSORED BY



# CONFERENCE AT A GLANCE

**TUESDAY, SEPTEMBER 20**

## PRE-CONFERENCE WORKSHOPS

### SUPPORTING ECONOMIC DEVELOPMENT THROUGH BROWNFIELDS FUNDS & TECHNICAL ASSISTANCE\*

8:00am – 4:00pm

*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.

### FUNDAMENTALS OF ECONOMIC DEVELOPMENT\*

8:30am – 4:30pm

*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

7:00 – 7:30am Continental Breakfast located in Exhibit Hall

7:30 – 9:00am Keynote by **Jens Peter Clausen, Vice President Tesla Gigafactory** – “Tesla Energy in Nevada”

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**

7:30 AM Conference Registration

8:30 AM Keynote by **Robert Lang, Greenspun College of Urban Affairs, Linch Institute 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

# KEYNOTE SPEAKERS



**Jens Peter Clausen**  
**TESLA ENERGY IN NEVADA**

Mr. Clausen is the VP of the Tesla Gigafactory. He is a native of Denmark and is now living in the heart of Reno, Nevada. He was previously with the LEGO Group and relocated to the Reno area from Monterrey, Mexico. Jens Peter has a degree in engineering manufacturing, a diploma in leadership, and an MBA in technology and innovation. He is driven by our changing future and is excited to be a part of building a better world for all.



**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 American plans.



**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).



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

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) Founder and 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.

# CONFERENCE PLANNING COMMITTEE

**Sarah Adler, State Director  
Presenting Sponsor**  
USDA Rural Development

**Richard Bartholet, Director  
Business/Entrepreneur  
Track Chair**  
University of Nevada, Reno  
Nevada Small Business  
Development Center  
College of Business

**Teri Bath, Owner – Events  
and Marketing  
Agribusiness Track Chair**  
Reno Garden Shop Nursery

**Kelly K. Clark, Special Projects/  
Public Affairs Coordinator  
Exhibit Hall Chair**  
USDA Rural Development,  
Carson City

**Barbra Coffee, Director  
Program Committee/So. Nevada  
Representative**  
Economic Development & Tourism  
City of Henderson

**Rachel Dahl, Executive  
Director  
Infrastructure/Transportation  
Track Chair**  
Churchill County Economic  
Development Authority

**Sheryl Gonzales, Project Manager  
Staff Liaison & Presenting Sponsor**  
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Development District

**Lisa Granahan, Economic  
Vitality Manager  
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Track Chair**  
Douglas County

**Kathy Halbardier,  
Project Manager  
Manufacturing Track Chair  
& Co-Presenter**  
Nevada Industry Excellence

**Tom Harris, Professor, Director of  
Center for Economic Development  
Program Committee - Presenting  
Sponsor**  
University of Nevada Reno -  
Center for Economic Development,  
College of Business

**Shelley Hartman, Director  
Registration & Volunteers**  
Mineral County Economic  
Development Authority

**Andrew Haskin, Dir. Marketing &  
Communications  
Awards Committee**  
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**Dean Haymore, Community  
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Energy Track Chair**  
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Development - Business Facilitator  
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**Stephen M. Miller, Ph.D.  
Economic Vitality Program  
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Professor & Director,  
Center for Business & Economic  
Research UNLV

**Ron Radil, Executive Director  
Presenting Sponsor**  
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District

**Anthony Ruiz,  
Communications Manager  
Publicity Committee/So. Nevada  
Representative**  
Las Vegas Global Economic  
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**Michael Salogga,  
Business Development Manager  
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**Frederick Steinmann, DPPD,  
Assistant Research Professor  
Logistics, Registration, Pres.  
Reception & UNR Staff Liaison &  
Presenting Sponsor**  
University of Nevada Reno -  
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College of Business

**Louise Torres, Community and  
Economic Dev Specialist  
Awards Chair & Presenting  
Sponsor/So. Nevada Representative**  
USDA Rural Development -  
Las Vegas

**Tillery Williams,  
Management Analyst  
Workforce Development  
Track Chair**  
City of Reno

**Ms. Colleen Unterbrink,  
Assistant To City Manager  
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INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

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 (CEdDs).

# 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 - 4:30pm** Fundamentals of Economic Development, Presented by UNR College of Business – Leadership Institute

## WEDNESDAY, SEPTEMBER 21

- 8 - 9am** Welcome and Opening Session  
**JENS PETER CLAUSEN, VP TESLA GIGAFACTORY - TESLA ENERGY IN NEVADA**

INSTITUTES	Agribusiness	Small Business & Entrepreneurship	Economic Development Vitality	Energy	Infrastructure/Transportation	Manufacturing	Workforce Development
9:15am - 12pm	<b>Innovation, Growth &amp; Opportunities in Agribusiness</b> <b>Moderator Clint Kolbe</b> Dick Kelsey - Sun Science, Meg Stout - Aquaponics Association Other Speakers to Be Announced	<b>Financial Literacy</b> Kathy Carrico, Statewide Director of Training - Nevada Small Business Development Center, Kathleen "Kate" Marshall, Robert Kirk, VP and Branch Manager - Schwab Bank & Manager, Dr. Elliott Parker - UNR	<b>How Do You Become a Community of Choice? Use the Data</b> Sarah Adler - USDA Rural Development, Lisa Granahan - Douglas County, Louise Torres - USDA Rural Development, Eric Coyle - US Census Bureau	<b>The Future of Energy Moderator Jon Ralston</b> Bob Greenlee - BringBackSolar.org, NV Energy Rep., Kitty Jung - Washoe County Commissioner, Kevin Geraghty - NV Energy, Timothy Hay - Attorney/Consultant	<b>Looking Down The Road - A View of Transportation in Nevada</b> Robert Lang - Brookings Inst., Lee Bonner - Nevada Dept. of Transportation	<b>Economic Development Trends - A Statewide Prospective</b> Tom Harris - UNR, Bob Potts - GOED, Stephen Miller - UNLV	<b>Bridging the Gap - Educators &amp; Employers Working Together, Creating Pathways for Workforce</b> Jim New - TMCC, Amy Williams - TMCC, Leigh Berdrow - Dir Academy for Career Ed. College of S. Nv. Rep, Lindsay Moore - WNC Past Student, Aaron West - NV Builders Association

- 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	<b>Desert Research Institute</b> Richard Jasoni	<b>Tour of Innevation Center at UNR</b>	<b>Tahoe Reno Industrial Center - A Look One Year Later</b> Dean Haymore - Storey County	<b>Electratherm</b> Celeste Erlach, Marketing Communications Manager	<b>Bikeable, Walkable Livable Communities</b> Noah Silverman - Reno Bike Project, Kelly Clark - Gov Bicycle Ped Board Dev., Richard Ping - Natl. Institute Walkable Live Communities, Rebecca Kapular - Regional Transportation Commission, Bill Story - NDOT	<b>Tour of Machine Tool &amp; Technology Center of TMCC - Edison Way Facility</b> Cheryl Olsen - TMCC, Jim New - TMCC, Randy Walden - TMCC	<b>University of Nevada Tour</b> Fred Steinmann - UNR College of Business

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



**THURSDAY, SEPTEMBER 22**

**8:30 - 10am Welcome and Opening Session  
ROBERT LANG - MEGAPOLITAN AMERICA**

	Agribusiness	Small Business & Entrepreneurship	Economic Development Vitality	Energy	Infrastructure/Transportation	Manufacturing	Workforce Development
10:15 - 11:45am	<b>Agrihoods Moderator Rick Lattin</b> Amaya Genaro, Rancho Mission Viejo - Daron Joffe, The Leichtag Foundation Urban Land Institute, NV	<b>Access to Capital - Making Ends Meet</b> Bob Holguin - US SBA, Herb Shedd - USDA Rural Development, Marcel Schaerer - NV Dept of Bus & Industry, Roberto Barragan - VEDC, Miguel Luina - Hamilton/Lane	<b>Downtown Revitalization Strategies Moderator Michael Salogga</b> Patrick Sinnott - Las Vegas, Barbra Coffee - Henderson, Paula Lockridge - Gardnerville, Pam Borda - Elko	<b>Clean Power Plan</b> Mark Hauenstein, CEO Technical Designs, WNDD – SET Energy Chair	<b>Infrastructure for NV Communities: Finding, Funding &amp; Building Water Systems in NV</b> Cheryl Couch - USDA Rural Dev., Daralyn Dobson - NV State Revolving Loan Fund, Jean Barrette - GOED, Jason King - NV Engineer	<b>Making the Mining Connection</b> Jan Morrison - Lander County RDA, Pam Borda - No NV RDA, Dana Bennett - NV Mining Assoc.	<b>Lack of Affordable Housing Issues</b> Eddie Hult - Nevada Rural Housing Authority, Dan Dykes - Nevada State Bank, Aaron West - NV Builders Association

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

Please note conference sessions are subject to change. Please check website [www.wndd.org](http://www.wndd.org) for up to date information.

# REGISTRATION



## EARLY BIRD REGISTRATION BEFORE JUNE 30, 2016

### CONFERENCE REGISTRATION

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

REGISTRATION	Description	Fee	Total
<b>Supporting Economic Development Through Brownfields Funds and Technical Assistance</b> Tuesday, Sept. 20, 8:00am - 4:00pm	Includes workshop, lunch and parking.	\$75/ \$100*	
<b>Fundamentals of Economic Development Workshop</b> Tuesday, Sept. 20, 8:30am - 4:30pm	Includes workshop, lunch, and parking.	\$75/ \$100*	
<b>Conference</b> Wednesday, Sept. 21 & Thursday, Sept. 22	Includes opening sessions with keynote speakers, institutes, tours, educational sessions, parking, and luncheons for both dates.	\$125/ \$150*	
<b>One Day Conference Pass</b> 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	
<b>One Day Conference Pass</b> 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 X2000 for Group Registration.

**TOTAL: \$** \_\_\_\_\_

\*Fee after June 30, 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
<b>Agribusiness</b>	Innovation, Growth & Opportunities in Agribusiness	
<b>Small Business/Entrepreneurship</b>	Financial Literacy	
<b>Economic Development/Vitality</b>	How Do You Become a Community of Choice? Use the Data!	
<b>Energy</b>	The Future of Energy	
<b>Infrastructure/Transportation</b>	Looking Down the Road – A View of Transportation in Nevada	
<b>Manufacturing</b>	Economic Development Trends – A Statewide Perspective	
<b>Workforce Development</b>	Bridging the Gap-Educators & Employers Working Together, Creating Pathways for Future Workforce	

TOURS 1:45 - 5:30PM	Description	Check One Only
<b>Agribusiness</b>	Desert Basin Institute	
<b>Small Business/Entrepreneurship</b>	Innovation Tour – UNR	
<b>Economic Development/Vitality</b>	Tahoe Reno Industrial Center	
<b>Energy</b>	Electrotherm	
<b>Infrastructure/Transportation</b>	Bikeable/Walkable Liveable Communities	
<b>Manufacturing</b>	TMCC Machine Tool & Technology Center	
<b>Workforce Development</b>	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 \$ \_\_\_\_\_

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## FEES FOR SPECIAL SERVICES

*Cancellation or refund request (after June 30): \$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](mailto:sgonzales@wndd.org)

### FAX

(775) 784-1773

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(775) 883-7333 x2000

**EXHIBIT BOOTH AND SPONSORSHIPS STILL AVAILABLE!**

**REGISTER TODAY**

**ONLINE** [www.wndd.org](http://www.wndd.org)

**BY EMAIL** [sgonzales@wndd.org](mailto:sgonzales@wndd.org)

**BY PHONE** 775.883.7333 X2000

**7**

# JOIN US!

Western Nevada Development District  
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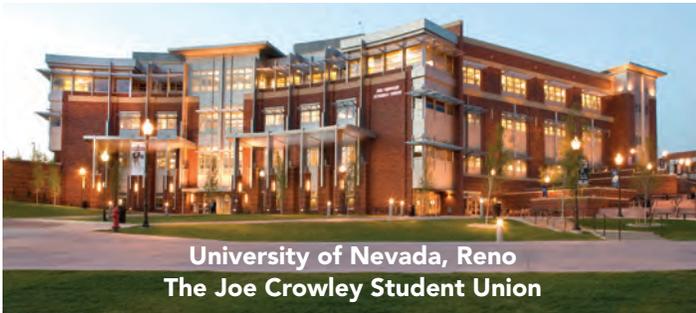
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## NEVADA ECONOMIC DEVELOPMENT CONFERENCE



**SEPTEMBER 20, 2016**  
PRE-CONFERENCE WORKSHOPS

**SEPTEMBER 21 & 22, 2016**  
CONFERENCE



University of Nevada, Reno  
The Joe Crowley Student Union

### 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



Jens Peter Clausen  
Tesla Gigafactory



Robert Lang  
Brookings Institute



Brett Kelsey  
Intel



Dr. Sam Cordes  
Rural Policy Research  
Institute



### SILVER LEGACY - HOST HOTEL SPECIAL RATES FOR CONFERENCE ATTENDEES - \$59.99

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**SAVE TIME AND MONEY!**  
**REGISTER BY JUNE 30 TO RECEIVE YOUR EARLY BIRD RATE!**

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