

**2022 PEDANA Fall Conference  
Hyatt Place State College  
October 24-26, 2022**



**@PEDAtweets  
#PEDAFall22  
Visit [peda.org](https://peda.org) to register.**

# REGISTRATION INFORMATION

**Pre-Conference Session:** Registration for this session is separate from the 2022 Fall Conference. Although it is referenced in the conference agenda, it is not included in the price of the conference. For more information, please visit [peda.org](https://peda.org).

**Full Conference Registration:** Fees for the conference include refreshment breaks and meals, as indicated on the agenda. Partial conference registration options are listed on the registration form.

**Hotel Accommodations:** The conference will be held at the Hyatt Place State College, located at 219 West Beaver Avenue, State College, PA 16801. To reserve your overnight room in the “**PA Economic Development Association**” block, at the discounted rate of \$159/night, please either call 1-888-492-8847 or visit <https://statecollege.place.hyatt.com>. If booking by phone, reference the group name and the room block group code “**G-PEDA**”. If booking online, use this same room block group code by selecting “**Corporate or Group Code**” from the Special Rates drop-down menu, then entering the room block group code. Reservations must be made before October 2, 2022. After this deadline or once capacity has been reached – whichever comes first – reservations will only be accepted upon availability at prevailing hotel rates.

**Sponsorship Opportunities:** Download the [Sponsorship Form](#) for details regarding available sponsorship and table-top display opportunities for this conference.

**Off-Site Lunch & Concurrent Sessions:** On Tuesday, October 25, 2022, the conference lunch and two of the concurrent sessions (one in the 2:00 pm to 3:00 pm time slot and one in the 3:15 pm to 4:15 pm time slot) will be held at the Scholar Hotel State College, located at 205 East Beaver Avenue, approximately a five minute walk from the Hyatt Place State College. Materials provided during on-site conference registration will detail which of the concurrent sessions will be held at the Scholar Hotel State College.

**Off-Site Reception:** Sponsored by the Chamber of Business & Industry of Centre County (CBICC) and the Happy Valley Adventure Bureau, the Networking Reception on Tuesday, October 25, 2022, will be held at [Central Reservation](#), located at 101 East Beaver Avenue, approximately a five minute walk from the Hyatt Place State College. **(Please Drink Responsibly.)**

**Excursion:** The Happy Valley Adventure Bureau has identified a local guide, who is prepared to lead interested conference registrants on a 3.00 hour walking tour of the Penn State University campus, from 1:00 pm to 4:00 pm, on Monday, October 24, 2022. While the final tour stops are currently being determined, interested parties are asked – during the registration process – to indicate their interest in joining the tour. Individuals indicating they’re interested in the tour will receive additional information once details have been established. Please note a nominal cost will be assessed, which will be payable directly to the guide on the day of the tour.

**GAT Meet & Greet:** Join representatives of the Governor’s Action Team (GAT) in a casual atmosphere for an update on their statewide business expansion and attraction services and to engage in Q&A about topics or projects of importance to your community.

**Dietary / ADA Restrictions:** If you have any ADA restrictions, dietary restrictions or allergies you would like PEDA or the conference venue to be aware of, please list them on the registration form or contact PEDA headquarters.

**Cancellation / Refund / Substitution Policies:** Requests for cancellations and refunds must be made in writing and received by 4:30 pm on Monday, October 10, 2022. No refunds will be granted after that point. All cancellations and refunds are subject to a \$50 administrative fee. No-shows will be billed in full. Substitutions are permitted, but are subject to rate adjustments (*i.e.*, member vs. non-member, etc.), where applicable.

# REGISTRATION INFORMATION

**Professional Development Units (PDUs):** Details regarding event-related PDUs available to eligible members of PEDAs engaged in its individual certification program and eligible representatives of CEDOs are available on page 6.

**Consent to Use of Photographic Images:** Registration for, attendance at or participation in the conference constitute an agreement by the registrant, attendee or participant to PEDAs use and distribution (both now and in the future) of the registrant's, attendee's or participant's image in photographs.

**COVID-19 Protocols:** PEDAs strongly encourages all conference participants to be fully vaccinated prior to attending the 2022 PEDAs Fall Conference and continues to monitor guidance by the CDC and state health officials. Participants are asked to remain up-to-date regarding the latest CDC guidance during their visits to the conference venues and to visit the venues' websites to learn how they are working to ensure your comfort. Thank you for your continued support and we look forward to seeing you at the conference.

**Agenda & Registration Information:** Please note the agenda, registration information and other details included in this document, on the conference websites or in any related materials or communications are subject to change at any time without notice.

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## 2022 PEDAs OFFICERS

### President

Stephen McKnight  
President & CEO  
Altoona Blair County  
Development Corporation

### Treasurer / Secretary

Melissa Stone  
VP of Economic Development  
Harrisburg Regional  
Chamber & CREDC

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Commerce Director  
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### Immediate Past President

Michael Grigalonis  
COO & Executive VP  
Chester County Economic  
Development Council

### 2nd Vice President

Rob Swales  
Chief Executive Officer  
Clearly Ahead Development



# 2022 PEDA FALL CONFERENCE

October 24-26, 2022

Hyatt Place State College | State College, PA

## REGISTRATION FORM

Attendee's Full Name \_\_\_\_\_

Job Title \_\_\_\_\_ Credentials (e.g., CECD) \_\_\_\_\_

Organization \_\_\_\_\_

Organization Type  EDC  SBDC  BFTP  Utility  Higher Ed  
 LDD  IRC  Govt  Other \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Emergency Contact Name / Phone \_\_\_\_\_

Dietary Restrictions or Allergies \_\_\_\_\_

ADA Restrictions \_\_\_\_\_

**Registration Information:** Please select from the registration options below. *Submission of this form constitutes the registrant's acknowledgement and agreement that a complete registration form and full payment must be received by COB on September 12, 2022 to receive the Early Bird rate.*

MEMBER			NON-MEMBER		
Registration Type	Early Bird	Standard	Registration Type	Early Bird	Standard
Full Conference	<input type="checkbox"/> \$425	<input type="checkbox"/> \$475	Full Conference	<input type="checkbox"/> \$565	<input type="checkbox"/> \$625
Tuesday - Only	<input type="checkbox"/> \$325	<input type="checkbox"/> \$375	Tuesday - Only	<input type="checkbox"/> \$410	<input type="checkbox"/> \$465
Wednesday - Only	<input type="checkbox"/> \$225	<input type="checkbox"/> \$275	Wednesday - Only	<input type="checkbox"/> \$310	<input type="checkbox"/> \$365

**Group Rate:** Is your organization registering four or more people from its staff for a conference for the first time? If so, contact PEDA to ask about an available 10% group rate discount.

**Excursion:** Do you intend to participate in the 10/24/22 walking tour listed on page 2?  Yes  No

**Confirmation of Attendance:** I authorize PEDA to share my name and organization name with third parties seeking to confirm my attendance at this event for purposes of professional development credit or continuing education.  Yes  No

**Total Amount Due:** \$ \_\_\_\_\_ |  Payment Enclosed  Check Forthcoming

**Payment Information:** Please make checks payable to **PEDA** and send, along with this completed form, to 908 N. Second Street, Harrisburg, PA 17102. To register and pay by credit card, please visit [peda.org](http://peda.org).

**Questions:** Call us at (717) 441-6047 or email [conferences@peda.org](mailto:conferences@peda.org).

# SPONSORS

## TUESDAY EVENING RECEPTION



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### GOLD



**PennState**  
Senior Vice President  
for Research

Office of Entrepreneurship  
and Commercialization



**PennState**  
Senior Vice President  
for Research

Office of Industrial Partnerships

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### SILVER



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### BRONZE



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### YOUNG PROFESSIONALS SPONSORS



For more information regarding sponsorships, please visit [peda.org/sponsorships](http://peda.org/sponsorships).

## KEYNOTE PRESENTATION



**Lora G. Weiss, Ph.D.**, is the senior vice president for research at The Pennsylvania State University. In her role, she oversees the research of twelve academic colleges, seven interdisciplinary research institutes, the Applied Research Lab, which is a university affiliated research center for the Navy, and offices for sponsored programs, research protections, industry partnerships, technology transfer, innovation, and commercialization. Weiss is also president of the Penn State Research Foundation, which catalyzes the commercial translation of research to application. Penn State consistently ranks among the nation's top 25 research universities, with annual research expenditures of ~\$1B.

During her keynote presentation, Dr. Weiss will discuss Penn State's long history of commitment – as the sole land-grant university for the Commonwealth of Pennsylvania – to economic development and the prosperity of the citizens of Pennsylvania. Through transformative research, service and outreach, Penn State contributes more than \$11B, annually, to the economy of Pennsylvania. As a research enterprise grounded in a culture of interdisciplinary collaboration, Penn State's breadth of expertise is fueling the state's economy, serving communities, and solving universal problems for the Commonwealth and beyond.

At the conclusion of Dr. Weiss's keynote presentation, Geanie Umberger, Ph.D., MSPH, RPh, Associate Vice President for Research with Penn State University's Office of Industrial Partnerships, will moderate a panel discussion that will further explore Penn State's effect at the county and local levels, including the integrated town and gown relationship and economic and technology development with regard to industry and entrepreneurship. Panelists will include James Delattre, Ph.D., Associate Vice President for Research with Penn State University's Office of Entrepreneurship & Commercialization and Charima Young, Penn State University's Assistant Vice President for Local Government and Community Relations.

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### Professional Development Units

**Individual Certification:** Eligible members of PEDA engaged in its individual certification program may earn a maximum of 8.00 PDUs through conference attendance and another 3.00 PDUs through participation in the pre-conference session referenced on page 2.

**Organizational Certification:** PIDA has determined that, through their participation in the conference and the pre-conference session, eligible representatives of DCED-certified economic development organizations (CEDOs) may earn up to 4.00 finance PDUs toward the annual PIDA requirement of 6.00. In addition to the 3.00 PDUs available through the pre-conference session entitled "Exploring the Role of Bond Finance in Your Organization's Sustainability Plan", the conference session entitled "SBA 504 – Beyond the Basics" has been approved to provide 1.00 PDU.

**Note:** One Professional Development Unit (PDU) equals one hour of actual instruction.

# AGENDA: MONDAY, OCTOBER 24, 2022

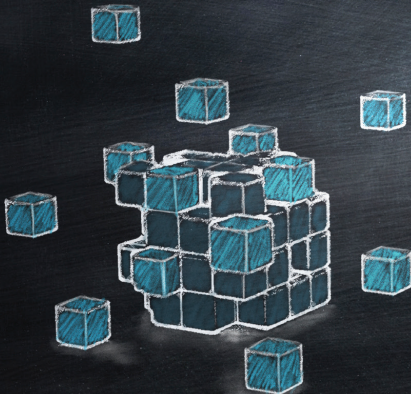
Agenda subject to change

<b>8:00 am - 8:30 am</b>	Registration (Pre-Conference Session)
<b>8:30 am - 11:45 am</b>	<b>Pre-Conference Session: Exploring the Role of Bond Finance in Your Organization's Sustainability Plan*</b> <i>Michael Grigalonis, COO &amp; Executive VP</i> <i>Chester County Economic Development Council (Moderator)</i> <i>Ramiro M. Carbonell, Shareholder</i> <i>Stevens &amp; Lee</i> <i>Karl S. Myers, Co-Chair, Appellate Practice Group</i> <i>Stevens &amp; Lee</i> <i>Gary W. Smith, President &amp; CEO</i> <i>Chester County Economic Development Council</i>

\*This pre-conference session requires separate registration from the conference and is worth 3.00 PDUs in finance.

<b>12:00 pm - 5:00 pm</b>	Conference Registration
<b>1:00 pm - 2:00 pm</b>	Young Professionals Committee Meeting
<b>1:00 pm - 4:00 pm</b>	Excursion: Optional Walking Tour – Penn State University Campus
<b>2:00 pm - 3:30 pm</b>	Joint Meeting of Advocacy & EDC Committees
<b>3:30 pm - 5:00 pm</b>	PEDA Board of Directors Meeting; Exhibitor Set Up
<b>5:00 pm - 5:30 pm</b>	GAT Meet & Greet
<b>5:30 pm - 7:00 pm</b>	Welcome Reception - <i>Hyatt Place State College</i> <b>(Please Drink Responsibly.)</b>

# GET THE MOST OUT OF YOUR MEMBERSHIP



JOIN A COMMITTEE  
AND HELP GROW  
OUR IMPACT

Email us at [info@peda.org](mailto:info@peda.org).

# AGENDA: TUESDAY, OCTOBER 25, 2022

*Agenda subject to change*

- 7:15 am - 8:15 am** Breakfast & Registration
- 8:15 am - 8:45 am** Conference Welcome & Recognition of Sponsors  
*Stephen McKnight, President  
Pennsylvania Economic Development Association*  
*Neil Weaver, Acting Secretary  
Pennsylvania DCED*
- 8:45 am - 10:00 am** **Keynote Presentation: Penn State's Impact on Pennsylvania's Economy**  
*Lora Weiss, Ph.D., Senior VP for Research  
Penn State University*
- Panel Discussion**  
*Geanie Umberger, Ph.D., MSPH, RPh, Associate VP for Research,  
Office of Industrial Partnerships  
Penn State University (Moderator)*  
*James Delattre, Ph.D., Associate VP for Research, Office of  
Entrepreneurship & Commercialization  
Penn State University*  
*Charima Young, Assistant VP for Local Government &  
Community Relations  
Penn State University*
- 10:00 am - 10:15 am** Break
- 10:15 am - 11:30 am** **Health, Wellness & the Economy: How Healthy is Your Community?**  
*Kathleen Rhine, President & CEO  
Mount Nittany Health (Moderator)*  
*Scott Mitchell, President & CEO  
YMCA of Centre County*  
*Nathan Reigner, Director of Outdoor Recreation  
Pennsylvania Department of Conservation & Natural Resources*
- 12:00 pm - 1:30 pm** **Lunch, Awards & General Membership Meeting** -  
*Scholar Hotel State College*
- 2:00 pm - 3:00 pm** **CONCURRENT SESSIONS**  
**The Most Important Element of Your Economic Development Website**  
*Dave Parsell, Co-Founder & CEO  
Localintel (Moderator)*  
*Kaycee Kemper, Vice President  
Adams Economic Alliance*  
*George Lewis, VP of Marketing, Communications & Research  
Lehigh Valley Economic Development Corporation*  
*David Zellers, Jr., Director of Commerce  
Montgomery County Commerce Department*



# AGENDA: TUESDAY, OCTOBER 25, 2022

*Agenda subject to change*

**2:00 pm - 3:00 pm**

## **CONCURRENT SESSIONS (continued)**

### **SBA 504 – Beyond the Basics**

*Jessica Hamilton, Director of Economic Development Financing  
EDC Finance Corporation*

*Rebecca MacBlane, Executive Director  
Regional Development Funding Corporation*

**3:00 pm - 3:15 pm**

Break

**3:15 pm - 4:15 pm**

## **CONCURRENT SESSIONS**

### **Rural Economic Development: Key Issues & Strategies**

*Jennifer Wakeman, CEcD, Executive Director  
DRIVE (Moderator)*

*Andrew Dumont, Senior Community Development Analyst  
Federal Reserve Board*

*Ta Enos, Founder & CEO  
PA Wilds Center for Entrepreneurship*

*Kyle C. Kopko, Ph.D., Executive Director  
Center for Rural Pennsylvania*

### **Hot Topic Session**

*In an effort to bring you the timeliest topics, this session has been left open to accommodate a hot topic. Once determined, information regarding the selected session will be available on PEDAs website.*

**4:15 pm - 4:30 pm**

Break

**4:30 pm - 5:30 pm**

### **Putting Outdoor Recreation to Work – Perspectives on the Economic & Community Impact of Outdoor Recreation**

*Nathan Reigner, Director of Outdoor Recreation  
Pennsylvania Department of Conservation & Natural Resources  
(Moderator)*

*Matt Blair, Chief Production Officer  
The Organic Snack Company*

*McKenzie Blair, Chief Operating Officer  
The Organic Snack Company*

*Silas Chamberlin, Ph.D., VP, Economic & Community Development  
York County Economic Alliance*

*Ta Enos, Founder & CEO  
PA Wilds Center for Entrepreneurship*

**6:00 pm - 8:00 pm**

Networking Reception - Central Reservation

### **(Please Drink Responsibly.)**

*Sponsored by the Chamber of Business & Industry of Centre County (CBICC) & the Happy Valley Adventure Bureau (See page 2 for details.)*

# AGENDA: WEDNESDAY, OCTOBER 26, 2022

*Agenda subject to change*

- 8:00 am - 9:00 am** Breakfast
- 9:00 am - 10:15 am** **It's All About the Talent: Workforce Development Beyond the Pandemic**  
*Jennifer Stubbs, Assistant Director, Recruiting & Employer Engagement  
Penn State University (Moderator)*  
*Kate Alward, Director, Human Resources & Training  
Ben Franklin Technology Partners*  
*Cher Harpster, CWDP, Lead Business Consultant, Central Region  
PA CareerLink@ Mifflin County*  
*Todd Taylor, VP, Post-Secondary Education  
Central PA Institute of Science & Technology*
- 10:15 am - 10:30 am** Break
- 10:30 am - 11:45 am** **Unpacking the Infrastructure Investment & Jobs Act: What are the Opportunities for Pennsylvania's Communities?**  
*Betsy Lockwood, Director, Project Development / Grants  
SEDA-COG (Moderator)*  
*Brandon Carson, Executive Director  
Pennsylvania Broadband Development Authority*  
*Mark Compton, CEO  
Pennsylvania Turnpike Commission*  
*Kennedy O'Dell, Policy Advisor  
Office of U.S. Senator Bob Casey*  
*Larry Shifflett, Deputy Secretary for Planning  
Pennsylvania Department of Transportation*
- 11:45 am** Conclude

## HELP US SPREAD YOUR MESSAGE

PEDA members play a pivotal role in the economic health of their communities.

As the statewide association of economic development professionals, we want to celebrate your successes.

Send us stories and photos of your most impactful projects, keep us apprised of leadership changes and add us to your electronic distribution lists.

Your successes may be featured in future PEDA communications.

**Email us at [newsletter@peda.org](mailto:newsletter@peda.org).**

# RECOGNITION

This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts towards the recertification of Certified Economic Developers (CEcDs). IEDC's mission is to provide leadership and excellence in economic development for its communities, members and partners. This complements PEDA's mission to promote sound economic development policies, provide leading edge economic development education and nurture an effective statewide economic development network to foster the economic growth of the Commonwealth.

IEDC's courses are offered throughout the year and around the country and a full listing can be viewed at [www.iedconline.org](http://www.iedconline.org).

<b>Aug 9 - 10</b>	Real Estate Development and Reuse	Online
<b>Aug 9 - 12</b>	Economic Development Academy	Online
<b>Aug 11</b>	Resolving Supply Chain Hurdles	Online
<b>Aug 11 - 12</b>	Economic Development Marketing and Attraction	Online
<b>Aug 18</b>	From Worker to Boss: Entrepreneurship in the New Age	Online
<b>Aug 24 - 26</b>	Economic Development Credit Analysis	Online
<b>Aug 25</b>	Tale from the Trenches: Hurricane Recovery	Online
<b>Sep 5</b>	IEDC's Equitable Economic Development Playbook: Disaster Preparedness, Recovery, and Climate Resilience	Online
<b>Sep 15 - 16</b>	Economic Development Strategic Planning	Oklahoma City
<b>Sep 17 - 18</b>	Certified Economic Developer (CEcD) Exam	Oklahoma City
<b>Sep 18 - 21</b>	2022 IEDC Annual Conference	Oklahoma City
<b>Sep 29 - 30</b>	Business Retention and Expansion	Online
<b>Oct 6</b>	Down by the Storefront	Online



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL